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WORLD WIDE

AIR

# TRANSPORTATION

(REG. U. S. PAT. OFF.)

AIR CARGO ★ ★ ★ AIR COMMERCE ★ ★ ★ AIR TRAVEL

JANUARY  
1947

## In This Issue

at Year and Present

dowdust in the Sky

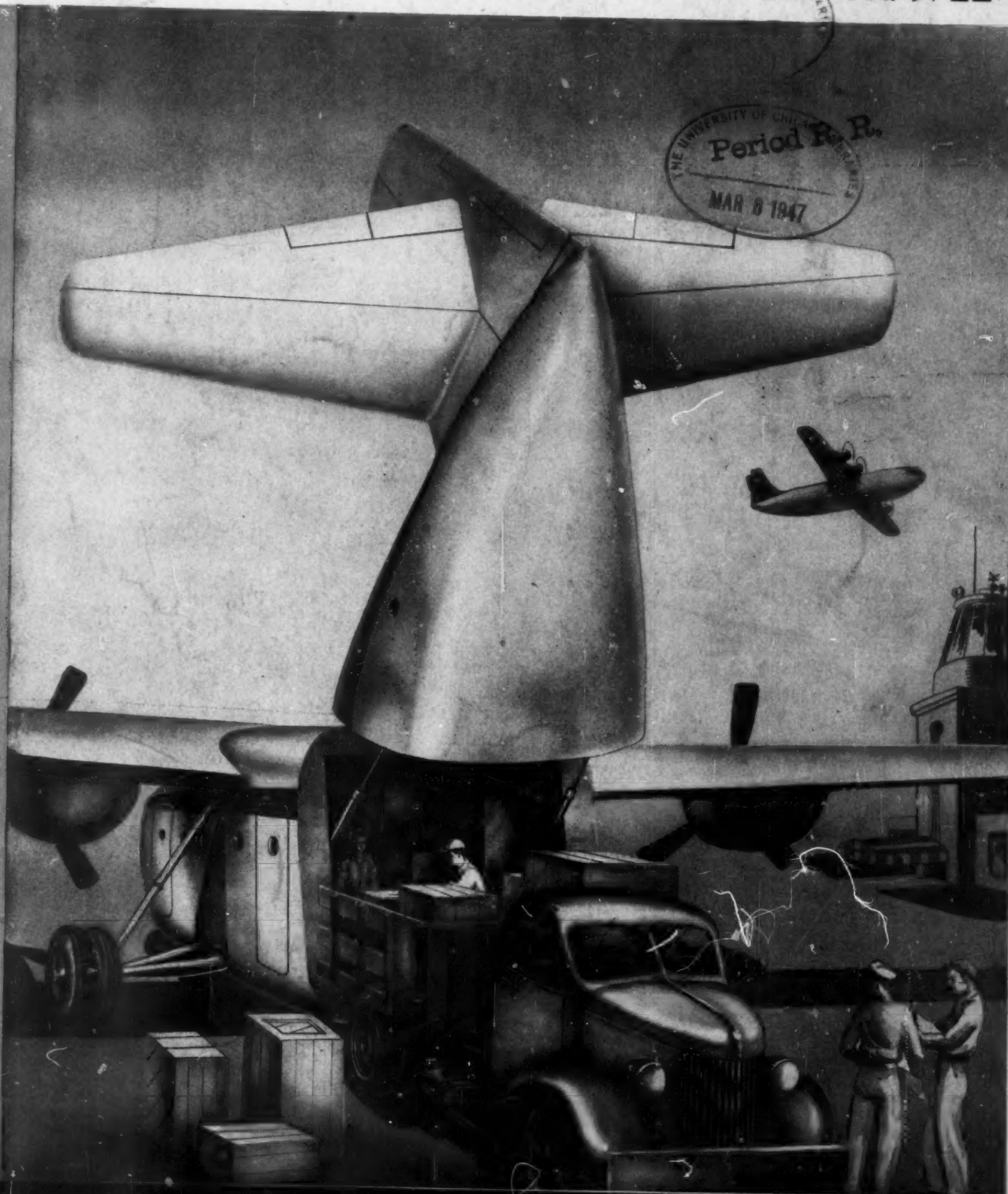
What Air Freight  
Can Expect  
from New York's  
Glamour Industry

Don't Sell Aviation  
Short

ep the Ball Rolling

hipped by Eastern

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## **PAN AMERICAN WORLD AIRWAYS**

*The System of the Flying Clippers*

## AIR--X--PRESS

A CORPORAL with a sense of unpredictable GI humor sent two dozen frogs from Vienna to the San Diego, Calif., Museum by Air Express recently. Neither the museum nor the zoo people had expected a shipment of frogs and therefore declined to have anything to do with them. But who knows? Perhaps Vienna waltzes and waltzing frogs may have added up to something in the GI's estimation.

However, after a conference among interested officials, the Vienna imports were freed in a local lily pond.

★ ★ ★

A ROW of six boxes in the Air Express office at LaGuardia Field one morning looked like something out of a chemical lab. Close inspection showed that the boxes contained white mice used for laboratory purposes. But what was more unusual was the watering contraption rigged up for the tiny travelers. It consisted of up-turned beer bottles with tubes attached leading into small troughs. The water system works on the same principle that activates chicken water tins, we were told. And as far as we are concerned, it's still magic—an up-turned bottle, the water stays in!

★ ★ ★

THOSE tiny, furry creatures—chinchillas—are regular travelers in the Air Express service of REA. A highly-valued pair of these animals were flown by their owner from Pueblo, Colorado, to Seattle, Washington, recently, to be entered in competition at the Northwest Pacific Exposition being held in Seattle. They were shipped in a special metal container, and their owner went along with them. Undoubtedly everybody concerned enjoyed the trip, for the chinchillas snared first prize at the exposition.

★ ★ ★

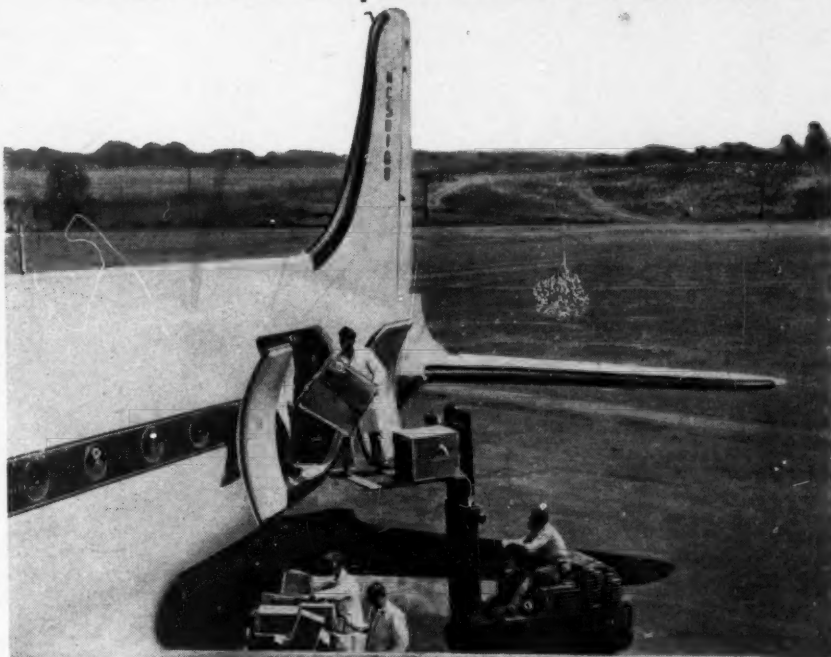
EVER eat a piece of steak worth \$1,250? It wasn't so long ago that steak at any price tasted good, but it remained for the Governor of Louisiana, the Honorable J. H. Davis, to feast on a piece of beef that had been air-X-pressed to him from Kansas City, Missouri. The choice steak came from a famous grandchampion steer at the American Royal stock show held recently in Kansas City, and the price paid for the steer by a K. C. meat company was \$43,500. Therefore, it was estimated that the piece shipped Air Express to Governor Davis by Eddie Williams, president of the meat company, had a value of \$1,250. That's good eating in any language!

★ ★ ★

HOLIDAY ECHOES: Colorado's famous Pascal celery graced the Christmas Day tables of many noted persons throughout the United States after being flown to nearly every state capital in the nation by Air Express. . . One of the pen and pencil manufacturers in Chicago beat shopping deadlines by using Air Express to fly more than 13,000 shipments to its dealers within a two-week period before Christmas.

1615833

## When your shipment's "in a hurry" count on the speed of AIR EXPRESS



With more and faster planes in the service of the Airlines, Air Express frequency of service is stepped up. Speeds up to five miles a minute now make even coast-to-coast delivery overnight a routine affair. Same-day delivery between many United States towns and cities.

These are compelling reasons why Air Express is even more essential and useful to your business than ever. And the cost to you for this super-fast service is surprisingly low. International Air Express is just as speedy and inexpensive, too. When speed is what's called for, count on Air Express.

### Specify Air Express—it's Good Business

- Low rates. • Special pick-up and delivery at no extra cost.
- Direct by air to and from principal United States towns and cities.
- Air-rail to 23,000 off-airline communities.
- Direct air service to and from scores of foreign countries.

Just phone your local Air Express Division, Railway Express Agency, for fast shipping action. . . Write today for Air Express Rate Schedules containing helpful shipping aids. Address Air Express, 230 Park Avenue, New York 17. Or ask for it at any Airline or Railway Express Office, Air Express Division, Railway Express Agency, representing the Airlines of the United States.



Rates are low

To Air Express a 5-lb. package 1349 miles costs only \$2.32! Heavier weights similarly inexpensive. Investigate!

JANUARY 1947—PAGE 3

265511

# AIR CARGO *Demands* SPECIAL SERVICE

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BOSTON  
NEW YORK  
PHILADELPHIA  
BALTIMORE

*Entrust Your  
Consignments  
for Clearing and  
Distribution in  
Great Britain  
to*

GLASGOW  
NEWCASTLE  
LIVERPOOL  
COVERED  
BY  
ENGLAND'S  
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SERVICES  
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# HANGAR Chatter

THERE are times when the editor is smitten by what he thinks is a bright idea and then is forced to suffer the dire psychological consequences of dealing the death blow to his own brainchild. Such was the case of the article, *Sawdust in the Sky* which appears in this issue. He tells us confidentially that after considerable cogitation, the story, which revolves around the Salvadorean airline, ALA, was to have been titled, *Praised be ALA*—but out of courtesy to U. S. Airlines, another major figure in the yarn, the title was killed aborning while the editor gnashed his teeth.

Aesop Phippsworthy, our sterling proof-reader, takes exception with those who have a penchant for running together the words "air freight" and "air mail" so that they read "airfreight" and "airmail." If that is the true trend, argues Mr. Phippsworthy, then "air express" should read "airxpress," "air cargo" as "aircargoe," and maybe even AIR TRANSPORTATION as AIRTRANSPORTATION.

Our intrepid mail clerk, Hector Van Peep, has popped up with an interesting letter from a Miss McClellan, an Ohioan, who sought a certain story illustrated in color. Writes Miss McClellan:

"Thanks for your letter about the Air Transportation magazine. I was positive I saw your magazine in color. I remember two of the pictures were of cabbages and cows. I was quite attracted to the pictures and I wanted my brother to see them. All the pictures in the issue were in color. If I am wrong, I must have dreamed it. Thanks very much for bothering you . . .

"P. S.—My brother spells his name "Mac" because I told him we are more Scotch than Irish. I wrote my name "Mac" at one time and he thought anything I did was O.K."

Mr. Van Peep is inclined to agree that Miss McClellan dreamed it.

Radames Yoiks 3rd, our philologist, still hasn't arrived at a decision on the correct pronunciation of helicopter. Is it heelicopter? Or hellicopter? Recently while attending a helicopter demonstration, he heard a portly dowager exclaim: "Isn't that hellicopter heavenly? Mr. Yoiks observes that here at long last is a definite case of the twain meeting.

Noting Mr. Yoiks' observation, the editor reports that during the ceremonies of the preview air mail stamp exhibit at the New York Museum of Science and Industry, earlier this month, one celebrity committed the heresy of referring to a rotary wing aircraft as a hee-ee-o-copter. He says he thought it went out with the air-ee-o-plane.

Vol. 10  
No. 1

## AIR TRANSPORTATION

[REG. U. S. PAT. OFF.]

50 CENTS A COPY • \$5.00 A YEAR

Jan.  
1947

### FEATURE ARTICLES

- Sawdust in the Sky** ..... 12  
By CLARK WILLIAMS
- What Air Freight Carriers Can Expect from New York's Glamor Industry (Part II)** ..... 16  
By COL. L. H. BRITTON, BERTRAM AULT, and DR. ROGER MAYHILL
- Don't Sell Aviation Short** ..... 22  
By JOHN F. BUDD
- Keep the Ball Rolling** ..... 24  
By THOMAS J. EPPLEY

### GENERAL ARTICLES

- Past Year and Present** ..... 7  
Looking backward on 1946 and ahead to the present year's prospects
- New York Aviation Show** ..... 25  
About the 1947 show scheduled to open February 1
- Airshipped by Eastern** ..... 26  
Eastern Air Lines' air freight services
- On the Non-Scheduled Front** ..... 32  
Notes and jottings on the latest doings of the charter airlines

### NEWS

- |  |   |
|--|---|
| <b>Flying Tigers ATC Contract</b> ..... 28     | <b>TWA Transatlantic Air Freight</b> ..... 33 |
| <b>Palestine, India Served by TWA</b> ..... 28 | <b>60 CAA Stations Cut</b> ..... 33           |
| <b>LAI Operations Started</b> ..... 28         | <b>New Republic Officers</b> ..... 36         |
| <b>Stringer with Sea-Air</b> ..... 28          | <b>Drinkwater Succeeds Coulter</b> ..... 36   |
| <b>Thornburg Succeeds Holmes</b> ..... 30      | <b>Airlines' Cargo Interchange</b> ..... 37   |
| <b>PAA Latin American Fares</b> ..... 31       | <b>Forwarders Paid by C &amp; S</b> ..... 37  |
| <b>Douglas Cloudster</b> ..... 31              | <b>Universal Air Travel Plan</b> ..... 38     |
| <b>WAL Cold Storage Facilities</b> ..... 31    | <b>Budd Addresses Group</b> ..... 38          |
| <b>ATA Insurance Liberalized</b> ..... 31      | <b>CACD, TACA Use Jatos</b> ..... 39          |

### DEPARTMENTS

- |   |  |
|---|--|
| <b>It's an Air World</b> ..... 27<br>By L. A. Goldsmith | <b>Short Take-offs</b> ..... 34                  |
| <b>Legal Notes</b> ..... 29<br>By George Bochever       | <b>Books</b> ..... 39                            |
|   | <b>Air Commerce</b> ..... 40                     |
|   | <b>Air Transportation Congratulates</b> ..... 41 |

**THE COVER**—Curtiss-Wright's CW-32, now being developed, which will be able to haul 12 tons of air freight for a distance of 1,500 miles.

JOHN F. BUDD, Editor and Publisher

Copyright 1947, Import Publications, Inc.  
Publishers of CUSTOM HOUSE GUIDE and  
AMERICAN IMPORT & EXPORT BULLETIN

Publication Office:  
TEN BRIDGE ST., NEW YORK 4, N. Y.  
Phone: WHitehall 4-2898

Business Manager: B. L. WEST  
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## The "Old Man" gets around again

**F**or five years the "Old Man" didn't travel much and the company's balance sheet showed it. The branches lacked the fire and drive that he used to inspire in them on his visits around the circuit. But what with the wear and tear of travel conditions the "Old Man" just couldn't take it any more.

And then one day the company bought a Beechcraft Executive Transport. What happened is company history, written chiefly in the profit column. The "Old Man" is here, there, and everywhere once again—like a general on the firing line. For now he travels at 200 miles an hour—without hurrying, without fatigue. He can take a group of division heads along, as well. Over in the accounting department they've paid for the Beechcraft out of the first few months' increase in


profits and, for years to come, it will earn its keep many times over.

The company transportation problem is a matter of *time* and *mobility* as well as ticket costs. The potential savings with a Beechcraft Executive Transport are worth exploring—as every one of the hundreds of Beechcraft users will assure you.

Your nearest Beechcraft distributor is prepared with facts and figures to help you appraise company-owned air transportation in the light of your own transportation needs. He welcomes the opportunity to demonstrate to you the new Beechcraft Model 18. No obligation, of course. Beechcraft distributors are located in key cities across the U. S. A.



# Beech Aircraft

CORPORATION  WICHITA, KANSAS, U. S. A.



# Past Year and Present

**I**T is true that the year 1946 wrought many changes in the general civil aviation picture, but of particular significance was the full blossoming of air freight and the advent of the commercial helicopter.

Of course, the year was the biggest in United States civil aviation history, and, despite a few gloomy predictions by those having no qualms about setting themselves up as seers, some of the effects of the big year are spilling over into 1947.

This is not meant to play down the problems brought about by reconversion, the latter term covering a multitude of "ailments." The point is that the negative side of the picture was inevitable; it had been foreseen as a logical result of World War II's end. It should not be distorted into a "bust" or a "crash," as some irresponsibles quite recklessly are hinting.

Figures supplied by the Air Transportation Association relate an exceedingly interesting story. The domestic certificated airlines carried some 130,000,000 revenue passengers during the year—an increase of approximately 78 percent over 1945. And as for the safety record, it is the finest in United States airline history.

Naturally, more and bigger planes, seats, and cargo space helped to turn the trick—but they're all part of the same picture. The ATA said that revenue passenger-miles had passed the

6,000,000,000 mark, thus recording a gain of about 72 percent.

"Express and freight shipments by air increased about 57 percent, to a total of more than 37,000,000 ton-miles. Miles flown went up about 43 percent to a total of more than 300,000,000. The only drop was in air mail, the year's volume of which was expected to be about 32,000,000 ton-miles. This decrease of more than 50 percent was due to the rapid disappearance of war production and armed service mail; it would have been greater except for substantial civilian increase beginning the last quarter occasioned by the reduction from eight to five cents."

It should be noted that the domestic and international air mail rate reductions were in themselves headline news under the heading of "air cargo." It spelled full recognition of the matchless value of speedy correspondence, and paved the way for possible diversion of all mail to the air.

In 1945, the safety figure on flights over scheduled lines was 2.17 passenger fatalities per 100,000,000 revenue passenger-miles. This rate was pared down in 1946 to an estimated 1.2. Says the ATA:

"Because of rapid additions of schedules and routes and a number of unusual circumstances existing in this first full postwar year, the estimates are subject to considerable revision, but are believed to be on the conserva-

tive side. In spite of a noticeable leveling off in the late Autumn of the tremendous surge of air travel developed during the first three quarters of the year, the entire year's volume not only will have broken all records, but will have more than equaled most forecasts."

But, adds the report, "the cost of operations outstripped profits for most airlines." Why? The ATA points to cost of reconversion, general cost increases, purchase of new equipment, and wage raises.

At press time, the Air Express Division of the Railway Express Agency told AIR TRANSPORTATION that an estimated 3,000,000 shipments were handled last year, an approximate gain of 39.7 percent over the previous year. International air express shipments went up about 46.3 percent over 1945, with an estimated total of 475,000 in 1946.

Transoceanic air transportation really started in earnest in 1946, with American Overseas, Pan American, and Trans World spanning the Atlantic, and Pan Am the Pacific. Foreign airlines such as Air France, KLM, British Overseas, and Scandinavian rounded out the story. United and Northwest will be coming into the transpacific picture soon. Chicago and Southern, Colonial, Eastern, National, and Western joined American, Braniff, Pan Am and Panagra in winning new Latin American routes.

Again the ATA estimates that about 1,000,000 revenue passengers—a gain of about 118 per cent—flew in international planes. Revenue passenger-miles went up to a billion, an increase of about 139 per cent; express and freight ton-miles up to 24,000,000 ton-miles, a gain of about 175 per cent; and air mail up to more than 6,000,000 ton-miles, a rise of about 30 percent. The estimated overseas rate of 2.85 passenger fatalities per 100,000,000 revenue passenger-miles compares favorably with the 1945 figure of 3.75.

By the end of the year, 655 planes were operating on scheduled routes within the United States, and 161 to points outside of the country. The year before, domestic planes numbered 397 and those in international operations 98. Seating capacity rose from 10,889 in 1945 to 24,541 in 1946.

Actually, real aviation history was made by the air cargo carriers. The year found the uncertificated air freight lines smashing to new ton-mile highs, while airline after airline in the certificated class followed American, Braniff, and United in establishing air freight tariffs. American also put to work its new Contract Air Cargo Division.

Looming high in the air freight heavens were the five members of the Independent Airfreight Association, more especially Slick Airways, Flying Tigers, and U. S. Airlines. California Eastern was piling up an interesting record, too, not to mention numerous other air freight companies dotting the country.

While no specific all-over air freight figures of the scheduled airlines were available, it was learned that during October alone, according to a summary



filed by 20 carriers with the Civil Aeronautics Board, 3,128,846 air freight ton-miles were flown as compared with air express ton-miles of 2,653,491. It was stated that one airline transported more than three times as much freight as express—which is a clear enough picture.

#### IAA Figures

The IAA disclosed at year's end that approximately 13,557,971 ton-miles of freight were transported between July (the first month of the association) and November by its member lines. Although the December figures were not available at this writing, it was pre-

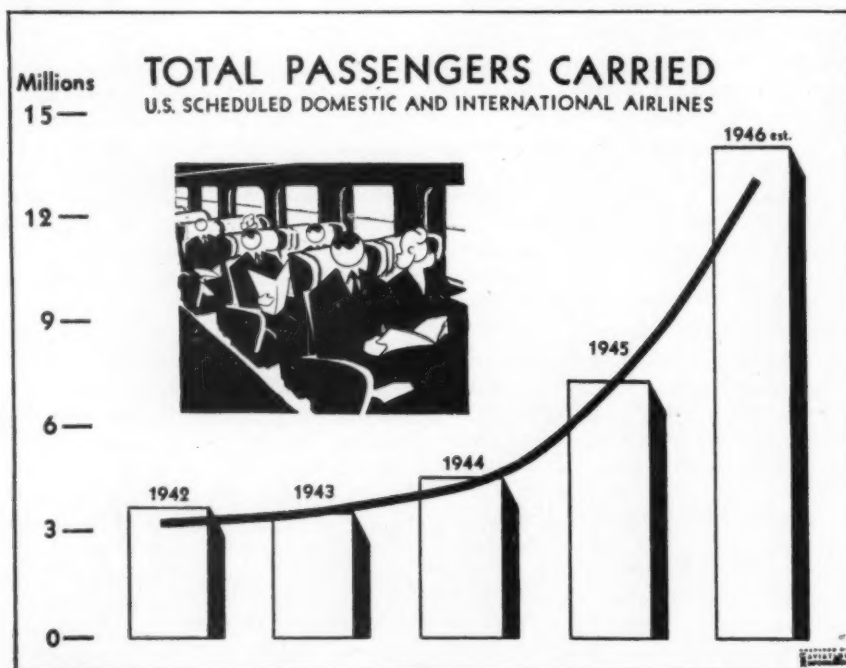
dicted that the total would be upped to 18,000,000 or over. At the same time, Robert W. Prescott, president of the Flying Tigers as well as of IAA, declared that he expected the 1947 total for the five airlines to reach 220,000,000 ton-miles. His own company, which has contracted with the Air Transport Command to fly cargo twice-a-day to Tokyo and Hawaii, will fly about 12,000,000 ton-miles a month.

Foreign traders began to take increasing notice of the airplane, and cargo planes made air tracks toward Latin America, hauling everything from lingerie to cattle. UNRRA shipments helped out the all-round picture, with cattle, eggs, and other cargoes crossing the Atlantic and Pacific.

Nor was the foreign freight forwarder left out of the forming mosaic. Recognized by the International Air Transport Association, questionnaires were distributed to thousands of bona fide foreign freight forwarders as the initial step in setting up agencies. The domestic freight forwarder was fighting for recognition by the Civil Aeronautics Board, with decision left for 1947. This was transportation history all over again.
















When the Sikorsky R-5 helicopter demonstrated last January what it can do, it set the theme for the rest of the year for rotary wing aircraft. In fact, the successes of this branch of the aircraft field have continued right into 1947; and as this is being written, hardly a day goes by that the newspapers do not mention the "eggbeater."

The Bell Model 47 popped into prominence, and towards the end of the year the Firestone Model 45 made itself heard. McDonnell Aircraft unveiled


















# CIVIL AIRCRAFT PRODUCTION 1945-1946

## PERSONAL PLANES

	NUMBER each symbol = 1,000 planes	VALUE each symbol = \$10,000,000
1945	 1,974	 \$4,248,000 est.
1946	      34,560 est.	       \$78,362,000 est.

## TRANSPORT PLANES

	NUMBER each symbol = 100 planes	VALUE each symbol = \$10,000,000
1945	 73	 \$10,580,000 est.
1946	     440 est.	        \$91,742,000 est.

✓ two, three, four, and five place models.

✓ over five place, including executive and feeder type models.

merchandise from two New York City stores to California, as well as a passenger—Henry W. Fischer, representing AIR TRANSPORTATION—and sped to Newark Airport to meet American Airlines and United Air Lines planes. The cargoes placed aboard these coast-to-coast planes were from Gimbel's and Hearn's.

## Aircraft Industry Report

As for aircraft manufacturing, the Aircraft Industries Association of America stated that "as a generality, it could be said that the industry was in a healthy financial condition, but four of eleven companies issuing interim reports cited losses for the 1946 period." The association went on to say that "others revealed sharp declines from the 1945 level, when production for the first half was near wartime peak levels. The value of the industry's 1945 production was about \$10,000,000,000. The value of 1946 production, including experimental work, will be in the neighborhood of \$1,000,000,000."

Approximate production figures included 1,400 military planes, 450 transports, and 35,000 personal planes. More than 800 transports are on order, and it is expected that between 350 and 400 will be delivered this year. The 1946 dollar volume of these transports approximated \$120,000,000; in 1947 it is expected to hover between \$150,000,000 and \$200,000,000.

In a statement issued on December 28, Civil Aeronautics Administrator Theodore P. Wright said in part:

"To perform its safety regulation duties on the expanding routes of United States air carriers, CAA opened offices in Paris, London, Cairo, Mexico City, and Sydney. Technical missions were sent to Turkey, Colombia, Peru, Venezuela, Chile, Mexico, and Brazil, and an engineer was sent to the Philippines to pave the way for airways construction under the Philippines Rehabilitation Act.

"In addition, CAA personnel were assigned to operate surplus Navy airways facilities at Paris, Dakar, and the Azores, under an Executive Order providing for the operation by the CAA of such facilities essential to civil flying until nationals of the countries concerned can be trained to staff them. Certain surplus Army facilities in Alaska were transferred to the CAA for operation.

"On the domestic scene, initial steps were taken under the \$500,000,000 National Airport Act, including completion of regulations, formulation of a three-year National Airport Plan, and approval of project applications for the first year's program."

Profits have been cut, and in some

the XHJD-1, the first twin-engine helicopter yet produced; Bendix Helicopter came through with the small Models J and K.

In Philadelphia, a progressive organization calling itself Helicopter Air Transport moved into high gear. United Air Lines and All American Aviation filed with the Civil Aeronautics Board for helicopter routes.

The air mail tests in Los Angeles, using Sikorsky equipment, were an outstanding success. No less successful were the Chicago tests. Planned in 1946, but now in operation in the New York area is a third series of experimental air mail flights with Sikorsky, Bell, and Firestone helicopters. Three routes have been set up: one, operated by Bell, to the Westchester-Connecticut area; a second, operated by the Greyhound Bus Company with Sikorsky equipment, to New Jersey; and the third, operated by Firestone and HAT, to Long Island. Flights are out of

LaGuardia and Newark Airports, with a half-dozen scheduled runs a day.

AIR TRANSPORTATION has a personal interest in the New York air mail tests, for its publisher, John F. Budd, had urged such operations several years ago, and suggested the erection of an "air mail base," later called Westair Helicopter Terminal, behind the New York General Post Office.

Sponsored by the Aviation Section of the New York Board of Trade, which is headed by Budd, in cooperation with Bell Aircraft, the delivery of cargo by helicopter was demonstrated in a test involving a glove shipment from Europe bound for Bonwit-Teller. The craft met a TWA transatlantic transport at LaGuardia Airport, picked up the cargo after being cleared through customs, and flew it to the site of the Port Authority's Union Motor Truck Terminal, a few blocks from the Holland Tunnel. Upon discharge of its cargo, the helicopter picked up a new consignment of

cases erased, but aviation continues growing everywhere in the world. Planes are flying at record speeds; they'll be flying even faster a few months from now. Payloads are increasing. More routes are criss-crossing the world. Whether our minds can grasp the fact or not, the earth is becoming a smaller and smaller sphere, and the social and economic implications are becoming more acute.

The year 1946, with all its heavy problems, was an historic one for civil aviation. It is as though 1946 had not ended, for the same swift pace continues in 1947.

An examination of the headlines in the financial section of one of the most important newspapers in the country brought the following:

*General Economic Prospects for U. S. in New Year are Considered Favorable.*

*Merchants Optimistic for 1947.*

*Steel Makers Look Ahead for Capacity Year.*

*Nation's Banks Expect Added Stability in '47.*

*Oil Industry Outlook in '47 Favorable.*

*Radio Set Manufacturers Plan to Operate at Capacity.*

*Farm Incomes Soar to Record of 23 Billions.*

*Exports by U. S. May Reach a Total of \$11,000,000,000 During the Current Year.*

*Manufacturers in the Electrical Industry Report Level of Backlog is Enormous.*

Translate these headlines into terms of air freight and air travel. Don't overlook the fact that air transportation is directly tied to the economy of the United States. A bright outlook in other fields of commerce and industry is a direct reflection on the potential of air transportation. There will be snags ahead, but the future of the industry is up, not down.



ALL DURING 1946, and even 1947, helicopters are very much in the news. (1) A Firestone helicopter doing its stuff in the current air mail tests in New York . . . (2) Discharging its cargo at the site of the Port of New York Authority No. 2 Union Motor Truck Terminal is this Bell helicopter . . . (3) New York's Mayor William D. O'Dwyer at the microphone during ceremonies inaugurating local helicopter tests. In the background are Bell, Sikorsky, and Firestone rotary wing aircraft . . . (4) A package shipped from Paris via TWA is turned over to Joseph Mashman, Bell pilot, by Edward C. Ball, TWA station manager at LaGuardia Airport. Less than 10 minutes later, the helicopter landed at the Houston Street site in Manhattan . . . (5) Another Bell craft, flown in the Cleveland air mail tests last September, shown landing on the roof of the Cleveland Post Office . . . (6) Sikorsky helicopter, operated by Helicopter Air Transport, making a store door delivery at Wethersfield, Connecticut.

# THE FEDERAL RESERVE SYSTEM

Pioneers a Notable, New Public Service with

**AMERICAN AIRLINES** *Airfreight*

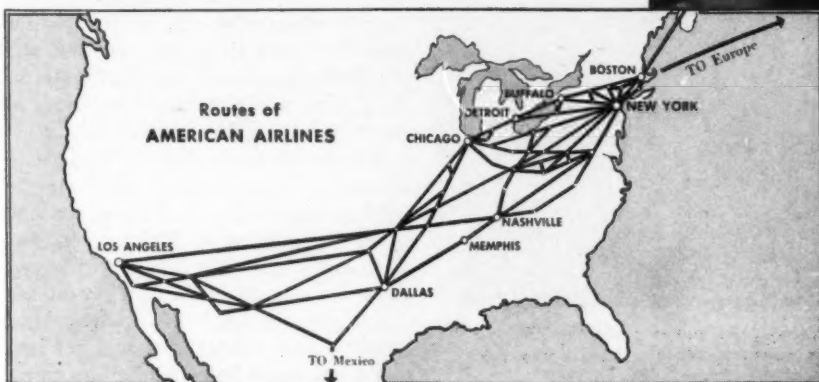


**E**VER alert for new and better ways to serve its member banks—and through them the general public—the Federal Reserve System has pioneered the regular use of American Airlines Airfreight for check collections.

Since June, 1946, Federal Reserve has employed time-saving, dependable and economical Airfreight between New York and eight other cities served by American Airlines. Now, depositors save days of valuable credit time formerly required for check clearance delays. Checks and drafts between New York, Chicago and five other cities are cleared within the period of "the next working day." This means a phenomenal increase in the number of "dollar working hours" for Federal Reserve member banks and their depositors.

For more than thirty-two years the Federal Reserve System has been a bulwark of American economy—safeguarding our entire banking structure. It can truly be said that this great institution, which began operation November 16, 1914, has fulfilled its early concept: "... to introduce flexibility into the currency supply and to mobilize and make more elastic the banking reserves of the country."

American Airlines is proud that its services have provided the means whereby this significant advance in banking procedure is made possible.



**FEDERAL RESERVE BANK OF NEW YORK** is now using American Airlines Airfreight to the following cities from New York: Chicago, Dallas, Boston, Buffalo, Detroit, Memphis, Nashville and Los Angeles. . . . Checks and drafts averaging \$3,000,000 nightly to Dallas . . . \$20,000,000 nightly average to Chicago.

*Senor Razzore's circus is flown from one country to another and the author goes aboard one of the airfreighters to write this story while in flight*

# SAWDUST *in*

**I**N the darkness of early morning, Pinellas County's Master Airport near St. Petersburg, Florida, was atwitter with excitement. In the former Army buildings now used by U. S. Airlines and El Salvador's Aerovias Latino Americanas men worked feverishly, preparing load manifests, briefing pilots, loading and grooming a half-dozen cargoplanes for what promised to be the biggest and fastest long-distance commercial air movement in history.

Major item of freight to be flown in the seven-day operation was a complete circus, which ALA had contracted to

transport from Guatemala City to Havana. To handle the 90,000 pounds of wild animals, clown, performers, tents, wagons, and other "big top" paraphernalia, ALA executives contacted U. S. Airlines' general manager, Glenn Riley, who promised them planes, pilots, and know-how. If each plane operated at capacity during the seven-day period, 180,000 pounds would be flown over more than 41,000 airline miles.

A round robin operation was planned, whereby the converted C-47s would take aboard capacity loads of ALA's south-bound freight at St. Petersburg for

Guatemala City. From there they would whisk the circus, in 5,000 pound chunks, to Cuba, where loads of sugar and avocados, bound for the States, awaited them.

As both airlines used the same equipment, crews for the operation were assembled from the flying personnel of both companies, ALA pilots flying with U. S. copilots and vice versa.

During the 24 hours preceeding the first flight, station agents and clerks worked around the clock preparing airway bills, commercial invoices, export licenses and the thousand-and-two other details connected with international freight forwarding, as the operational heads of both airlines contacted Washington, Guatemala City, and Havana for landing permits, and arranged for emergency over-water equipment from the district Coast Guard station.

At 0235, December 4, the first plane, heavily loaded with cargo and fuel and manned by pilot captains from both airlines, moved down the runway and climbed into low-hanging clouds. Half an hour later I climbed aboard U. S. Airlines' NC-50486 with Captain Everett "Bud" Francis, a capable young U. S. Airlines pilot who during the war flew C-87s and C-54s for the ATC and the Ferry Command; and Earl Hale, an ALA pilot, who had logged hundreds of hours in Navy PBVs hunting subs.

After a routine engine check, the captain got a "clear for takeoff" from the field operator and poured the coal to the plane's two Pratt & Whitney engines. The softly glowing instrument panel showed a reassuring 500-foot per minute climb, and the lights of St. Petersburg twinkled like a huge diamond pendant as the peninsula faded behind us, giving



ROMULO RAZZORE and JOSE FERNANDEZ look over one plane containing 30 assorted animals after arrival at Havana. "Cootchy, cootchy, cootchy, cool!" they say in the accepted Spanish version of the phrase.



# the SKY

By CLARK WILLIAMS

way to the smooth, dark expanse of the Gulf of Mexico.

At 8,000 feet, he leveled the plane, hoping for the reported wind which would boost our speed from 150 to a fuel-saving 185 miles per hour. After six hours of bucking our way through towering cumulus clouds, the Gulf gave way to swampy Yucatan forests, and moments later we were speeding through the rugged 13,000 foot highlands of Guatemala, which looked surprisingly similar to the wild hills of Burma and India.

Guatemala City is set on a plateau at the base of a perfectly shaped volcano. We glided over the tiled roofs, skimmed across the Bull Arena where the circus was dismantling, and settled smoothly onto Aurora Airport's 7,000-foot runway. Our wheels touched the concrete, and as we rolled to a stop and taxied to the large administration building we made out a truck, with ALA's blue-and-gold symbol painted on its sides, speeding out to meet us.

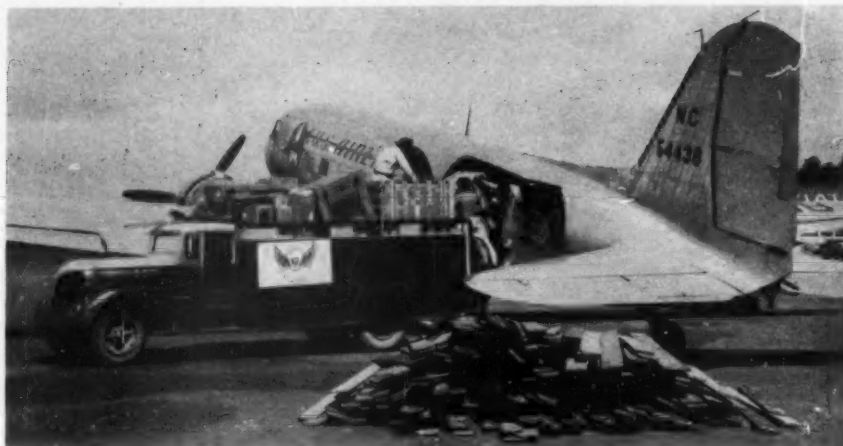
After the quick routine of customs we had breakfast, and then went back to the plane which was still being unloaded. A second large truck was standing by with a cargo of circus equipment, ready to load.

The plane which had taken off from St. Petersburg ahead of us was surrounded by circus equipment: tent poles, seats, canvas, and a countless number of other items. I was surprised to see a United States-manufactured fork-lift efficiently moving heavy boxes into loading position and lifting bulky crates out of the plane.

Carlos Bremmer, ALA's airport agent, met us as we disembarked, with Assistant Station Manager Mike Gonzalez



U. S. AIRLINES' Pilot Merton Madden appears anxious to make friends with Leo, but the lion just ain't talkin' (or is it roarin'?).



Cargo from St. Petersburg, Florida, flown into Guatemala City by U. S. Airlines, is received by an Aerovías Latino Americanas truck. Circus freight is then loaded aboard the plane which continues on its way to Havana.

close behind him. They greeted us and told us that two more U. S. airfreighters were in contact with the field's radio, and would arrive within a few minutes.

Gonzalez came in to tell us that it would probably be 1430 o'clock before the planes were loaded, papers prepared, and everything cleared through immigration and customs. As we left the cafe, we were joined by two more pilots who had just landed in the third U. S. airfreighter; the fourth plane was taxiing up to the ramp to park and unload. When the last two pilots had checked through customs they held a quick council and decided to go to the city to do some Christmas shopping. I stayed at the field to watch the loading and gather more information about the circus.

I returned with Gonzalez to the scene of the loading, which now was a beehive of activity. We approached a cluster of men, easily identified by their clothes as theatrical people. Mike introduced me to the tallest of the group, Jose Fernandez, the manager of the circus. He was a friendly, good-natured fellow, apparently not in the least distraught by the rigors of trying to coordinate the movement of a whole city of temperamental Latin show-people and dangerous wild animals. He spoke as little English as I did Spanish, but with the help of an interpreter I learned a lot of interesting things about the troupe, which traveled under the name of Razzore and Company.

From what I could gather Señor Romulo Razzore founded his show in 1918, starting as a small barnstorming outfit in Rio de Janeiro. Growing steadily through the years, the show began to extend its tours to other South American countries, and shortly before World War II extended its coverage to the Central American republic and Cuba. The impresario claimed that this show

was now one of the largest based south of the equator, and certainly the most traveled.

The featured acts were identical to those presented by the large circuses in the United States; trapeze artists, tight wire performers, tumblers, and equestrians were a few of those he mentioned. He was especially proud of four Arabian horses, and of the large number of wild animals among which were 14 huge lions and several bears handled by a slightly built but fearless Cuban trainer.

### Economy in Air Shipping

Razzore was enthusiastic about the prospect of moving his company by air. The long rail and water trips had always been plagued by sickness among the expensive animals and a general lowering of the morale of the personnel.

Moreover, he has been surprised to find that the cost of air transport was almost the same as the old method, not even counting the saving of providing feed enroute and the shortening of travel time by almost two weeks.

I was both disappointed and relieved to hear that the animals would be the last to go. I had hoped to get pictures of the lions being loaded into the planes, but I had not looked forward to riding in a plane full of man-eaters, one of which was billed as having killed more than 10 people before his enforced employment in Razzore and Company.

As the time for take-off approached, the loading neared completion and the pilots returned from town with packages containing native trinkets they had purchased. The ships had been loaded with a variety of interesting cargoes—a gaudily painted calliope, tropical birds, a troupe of tumblers, the "big top," and gaily decorated floats and costumes. Our own plane was filled with a prosaic load of wooden chairs and a Brazilian saxo-

phone player named Walter Toveor Villore.

Mike Gonzalez appeared with a worried look on his face, and announced that all the necessary documentation of cargo had been completed, but the Cuban consul, who had to sign the papers before we could depart, could not be located.

At the moment, the disappearance of the consul did not seem serious. But when the sun began to set behind Agua Volcano, we realized that our schedule had suffered a serious set-back. It now was too late to fly out of the mountain pass.

Everyone was much too tired to complain about spending the night in a hotel. The planes were secured for the night, and we taxied to the Hotel Mansion de San Francisco. Just before I retired, Gonzalez called me up to say that he had located the consul, and the papers were signed and ready to go.

The next morning, refreshed, we were impatient to get into the blue. A short time later we waved goodbye to the tired ALA station personnel, who had worked all night preparing cargo manifests, and we were on our way to Cuba. The flight took about 5½ hours, and was uneventful except for my pleasant discovery that our saxophone-playing passenger, Señor Villore, was a Tommy Dorsey fan. Although the young Brazilian could not speak a word of English, he broke into a happy grin when I mentioned T. D., Benny Goodman and other United States jazz favorites. With very little urging, we talked him into bringing out his tenor sax and demonstrating his musical ability. The two engines provided a thrumming background as Villore warmed up on a few unfamiliar rumbas and tangos, and then surprised us by swinging out with *Honeysuckle Rose*.

We made our landfall at 1605, and a short time later we were gliding into beautiful Rancho Boyeros Airport, Havana. We were directed to a parking place 300 yards away from the concrete ramp, as that part of the airport was congested by the recent arrival of three four-engined passenger planes. Climbing out of the ship, we walked over to the administration building and looked about for someone who might tell us where to unload our cargo.

The other three airfreighters arrived in quick succession, and the pilots soon joined us in the crowded lobby.

When the congestion of passengers cleared somewhat, our papers were quickly processed by the customs and immigration authorities. A short, stocky man introduced himself as Señor Pasquale, circus agent in Havana. When he learned that 10 tons' show equipment

had arrived he was as pleased as punch. He was accompanied by a motley assortment of helpers, and informed us that the unloading would begin *pronto*. We moved out to the planes to supervise the removal of the circus material.

The cargo was finally transferred in good condition, although the planes were not so lucky. One laborer dropped a heavy crate against our plane door with enough force to knock it completely off its hinges. Before each package was lifted from the airplane it was preceded by long and heated arguments in Spanish as to who would do the lifting, and how it would be accomplished.

It was very dark when the last chair was carried from our plane. We tied the battered cargo door in place as best we could, started the engines, and minutes later the plane was winging northward towards St. Petersburg, an estimated two hours away.

As I write this, we are still an hour away from St. Petersburg. The southern tip of Florida is faintly visible in the moonlight, and the vast Caribbean ocean is giving way to the Gulf of Mexico, 9,000 feet beneath us. The job of flying freight, especially on an international scale, is not all "hearts and flowers." Moving an entire circus by

air is proving to be interesting and exciting, and we are still determined to achieve our goal of moving over 90 tons of cargo between three distant nations by this week's end.

As soon as we catch up on our sleep, and our faithful aerial workhorse is groomed and serviced, we will take off again for Guatemala, ready to find what it's like to fly with a load of restless lions as fellow passengers.

The lights of St. Petersburg are twinkling in the distance now, and the first lap of a huge freight movement has been successfully completed.

### New Flight

Five days have elapsed since U. S. Airlines' NC-50806 completed the first of the 18 flights necessary to move the Razzore Circo from Guatemala City to Havana. As this is being written, an airfreighter is speeding to Havana with two pilots; Clon Zamarin, a circus acrobat; myself; and the last load of animals and cargo.

When we left Aurora Airport and began to climb to our assigned altitude of 9,000 feet, rough convection air currents buffeted the plane. The three lions in our cargo compartment emitted nerve-tingling roars as they braced themselves in their cages. As the plane reached

altitude and settled into the six hour cruise to Havana I had an opportunity to assemble the notes I had taken on tonnage, mileage, and various interesting happenings during the movement.

The few minor troubles which had delayed the first flights had been quickly corrected, making the remainder of the shipment a smooth-functioning, efficient operation. The loading and unloading of the planes was accomplished with a minimum of confusion and delay. The customs documents, cargo manifests and myriad other papers were completed and ready for the pilot's signatures upon their arrival. Customs officials of Guatemala, Cuba, and the United States cooperated marvelously, clearing planes and cargoes during all hours of the night. Now and then there were setbacks caused by excessive traffic at the airports, or short, unavoidable delays because of weather. But as our airplane approaches the end of the final lap, the pilots are relaxed and rested. Our cargo of wild animals is sleeping peacefully, evidently not bothered by the altitude or vibration. The entire 45 tons of personnel, equipment and valuable animals have been moved without damage.

By maintaining even temperatures

(Concluded on Page 41)



## You can SPEED UP EXPORT-IMPORT SHIPPING!— with AMERICAN EXPRESS FOREIGN TRAFFIC SERVICE

For more than fifty years the American Express Company has been handling the many problems of export and import shipping for American firms. American Express services include

- ★ Booking of Steamer Space
- ★ Marine Insurance Placement
- ★ Warehousing
- ★ Air Clearance and Forwarding
- ★ Documenting to Destination
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Whatever the shipping detail, American Express offers a full technical service. American Express is also General Foreign Freight and Passenger Traffic Agent for the New York Central System.

The demand all over the world for American products is growing. The need for experienced and special handling is acute. The profits go to the shipper who reaches the markets promptly, efficiently, economically. The American Express Foreign Traffic Service is ready to help you do this. *Your inquiries are invited.*

## AMERICAN EXPRESS

**Foreign Freight Forwarders**

**Custom House Brokers**

65 Broadway—New York 6, N. Y.

180 No. Michigan Ave.—Chicago 1, Ill.  
253 Post Street—San Francisco 8, Calif.  
Marine Terminal—La Guardia Field, N. Y.

177 Milk Street—Boston 9, Mass.  
Sun Life Building—Montreal 2, P. Q.  
Villalonga—American Expressa Co.—Buenos Aires

1 Canal Street—New Orleans, La.  
19 Melinda Street—Toronto, Ont.  
S.A.V.I.—Rio de Janeiro, Brazil



FLYING FASHION—A winsome lass displaying a vast amount of decor in an outfit delivered to the style shoppe by air.

#### SHIPPING AND PACKAGING

IT is a long established practice in the apparel industry for the consignee to designate the shipping agency and pay the freight bill. For a small percentage of shipments, less than 10 percent, the manufacturer chooses his own method of shipment. The selection of the shipping agency depends on the requirements for speed of shipment, type and price line of merchandise, area of destination, type of retail establishment, transportation cost and other related factors.

Motor carriers are extensively employed for distances which permit overnight service. In the densely populated and congested Eastern seaboard states

## What Air Freight Carriers Can Expect From New York's Glamor Industry

*The second in a series of articles based on an important survey of the air freight potentials in New York's gigantic women's apparel industry*

By Colonel L. H. Brittin • Bertram Ault • Dr. Roger Mayhill

overnight service is limited to about 300 miles.

With New York City as the focal point, a 300-mile radius embraces a considerable portion of the nation's population, including such metropolitan areas as Boston, Providence, Philadelphia, Baltimore, and Washington. Motor trucks are especially adapted to the needs of the apparel industry since they can furnish store-door pickup and delivery with a minimum of reloading and handling; furnish hanger service for dresses, suits and coats thus preserving the freshness of the garments while in transit; because of their relatively small size and flexibility they are better suited for the economic handling of the usually small unit shipments than the railroads which are geared to the mass transportation of bulk movements; they permit a choice of operation—common, contract or private—whichever is best adapted to the needs of the particular shipper. On the basis of these counts alone it would appear that the airplane can supply the service rendered by motor carriers over distances considered impractical for truck operation.

For longer distances Railway Express and freight forwarders and consolidators are the major agencies used. Parcel post, regular rail freight and

coastwise shipping are also used, but to a much lesser degree. Air express and freight are being used to an increasing extent, but the total movement by air is insignificant in comparison with surface movements.

During the war fast freight (forwarders and consolidators) lost considerable traffic to Railway Express. From information gathered from shippers and other informed opinion it appears that about 60 percent of apparel merchandise traffic presently moves via Railway Express.

There is no clear cut line of demarcation relative to the division of traffic between REA and fast freight. Practice varies from one retail establishment to the other. However, it appears that high priced stylized merchandise is more often shipped by REA because:

(1) Speed of shipment is very important in selling this type of merchandise since lower priced copies appear on the market rapidly and lower the sales appeal of the original.

(2) A study by the Wage and Hour Division of the United States Department of Labor made in 1939 stated that "the cost of apparel shipments represents a negligible proportion of the value of the higher priced items of apparel, regardless of the distance of shipment."

**FLYING COLORS!** Even surpassing predicted performance, Martin 2-0-2 is passing tests in record time. The pilots say, "... more get up and go than any non-military plane ... can't imagine any plane having better handling characteristics and more satisfactory stability, either directionally, longitudinally or laterally ... new airfoil design proving most successful!"



## How Martin 2-0-2 Transports Build Profits for Airlines!

Here's why the new Martin 2-0-2 airliners spell profits for airlines. Ease of maintenance and servicing cuts costs and turn-around time. High speed means more hours of profitable operation per plane. Greater seating capacity means more payload per trip. Unsurpassed passenger comfort builds public acceptance as only efficient postwar airplanes can.

### NOW ENTERING FULL PRODUCTION

No "paper plane," the Martin 2-0-2 is a brilliant flying reality. Luxury airliners are coming off a full production line, thus assuring you of earlier delivery. Moreover, Martin's large orders give you lower first costs. Where other

manufacturers must spread engineering, tooling and other fixed costs over a smaller number of planes, Martin's quantity production gives you greater value for each equipment dollar. It's no wonder Martin transports are becoming standard for airlines everywhere!

THE GLENN L. MARTIN CO., BALTIMORE 3, MD.

**Martin**  
**AIRCRAFT**

Builders of Dependable  Aircraft Since 1909

### Travel or Ship by Martin Transport on These Great Airlines

Capital (PCA)	•	Eastern	•	Chicago & Southern	•	Braniff International	•	United
Northwest	•	Delta	•	Panagra	•	Cruzeiro do Sul (Brazil)	•	Aeroposta (Argentina)
Nacional (Chile)	•	Mutual	•	Flying Tiger	•	Air Borne Cargo	•	U. S. • Willis

JANUARY 1947—PAGE 17

(3) High priced merchandise is usually shipped in such small quantities that it receives a cheaper rate from REA than from fast freight.

(4) More careful handling by REA results in the merchandise being received in better condition.

(5) REA is very prompt in adjusting claims for loss or damage.

It should also be pointed out that Railway Express has the most complete geographic coverage of any transport system. Freight forwarders can only operate efficiently to areas where there is sufficient density of traffic to warrant consolidation. Large metropolitan areas are the only localities that satisfy this condition. Thus there is a large traffic movement via fast freight to such areas as Los Angeles, San Francisco, Chicago, and St. Louis. Merchandise destined to agricultural or relatively sparsely populated areas moves almost entirely by Railway Express.

Prior to the war Railway Express gave four-to-six-day service to the West Coast, and fast freight six-to-10-day service. Some railroads, in order to meet the increasing threat of competition from motor carriers and to increase the speed of service, had started through-merchandise trains between large metropolitan areas. In effect this meant express passenger schedules for high class merchandise traffic. However, the war stopped this innovation. During the war, with priority given to the movement of troops and war materials, fast freight schedules went awry, resulting in a considerable diversion of traffic to Railway Express.

Regular rail freight and coastwise shipping are used principally by the large variety store chains. These establishments, specializing in the mass sales of low priced merchandise, operate on small unit profit. Their orders are placed from six to nine months in advance, allowing ample time for shipment by the slowest and cheapest means of transportation. Their merchandise is usually accumulated into carload lots and shipped to their regional warehouses. West Coast shipments originating on the East Coast are often routed by ship through the Panama Canal in

order to enjoy the lowest possible rate.

The abnormal condition produced by the war has created a paradoxical situation regarding demand for speed of shipment. Owing to the decrease in style changes and lessening of competition, there is less need for speed than under normal conditions. On the other hand, because of shortages of merchandise and huge consumer demand, there is a real need for speed in order to replenish depleted stocks and satisfy impatient customers.

A survey of several of the largest merchandising houses in New York City revealed a very mixed reaction to the effect of the war on shipping practices. Two extreme cases will be cited to illustrate the divergence of opinion.

Mr. A stated that the war had caused a tremendous increase in the demand for speedier shipments. Stores were willing to pay virtually any transportation charge in order to get the merchandise on their shelves in the quickest possible time. Orders were given to ship by air with increasing frequency and regularity. He foresaw a continuation of this trend for the next two years and believed that by that time air transportation would be a regularly accepted method of shipment. Another reason given for the accelerated use of air service was the fact that all merchandise had undergone very substantial price rises and that the transportation charge was becoming an increasingly minor item of cost.

Mr. B stated that there was very little need for speed in the shipment of apparel merchandise during the war, or at any other time. Cost was the dominant factor in selecting a transport agency. The bulk of his merchandise was shipped via fast freight and a small proportion by Railway Express. He had no recollection of any shipments going by air.

*There is ample opportunity to promote the use of air transport for shipping apparel merchandise by improving or modifying present packaging methods.*

Dresses, suits, coats, and fur garments are presently packed in large cardboard boxes, the number of units

per box depending on the bulk of the individual garment. Transporting these garments on hangers in a manner similar to that followed by the motor carriers, would from the shipper's standpoint, be a big improvement over the present method.

Smaller articles of apparel, such as undergarments, hosiery and accessories are usually packed by the dozen, or half-dozen, in small cardboard boxes. A number of these, depending on the size of the order, are then packed in larger cardboard cartons. This method of packaging results in the containers weighing from one to many times the weight of the merchandise. By avoiding the use of the individual small boxes and packing the items in bulk in the larger cartons, a substantial savings in weight can be realized. If the small individual boxes are required for merchandising, they can be ordered well in advance and shipped by cheap surface means.

It is realized that this is not entirely satisfactory from the point of view of retaining the freshness and sales appeal of the items. Undoubtedly, however, some satisfactory method can be worked out which will reduce the container weight and at the same time preserve the freshness of the merchandise.

## EXPORT

The overwhelming bulk of apparel manufactured has, in the past, been produced for domestic consumption. Whereas our other large industries have given considerable attention to export trade the apparel industry has virtually ignored this potentially lucrative market.

In his brochure on the New York dress industry, Hochman writes:

*"The export market, too, is untapped. There are millions of women in Mexico, Central and South America who are in a position to buy American-made dresses. Yet in 1939, this country exported fewer than 35,000 dresses, valued at less than \$250,000, to the entire western hemisphere. With Latin American trade opening up new vistas for American business, nothing but our own lack of initiative and obsolete marketing methods keeps our industry from sharing in this rich new field."*

In the past, the few manufacturers who did engage in export activity have taken advantage of the reversal of seasons in the Southern Hemisphere. Instead of halting production abruptly at the end of a season, these manufacturers would taper off production gradually and export this residual to South Africa, South America and Australia. These Southern areas thus received the latest styles in advance of their season at considerably reduced prices. The reduced prices were possible because the garments were produced from set patterns whose initial expense of design



Sears Roebuck utilizing the air freight services of The Commander Line in shipping women's apparel the fastest known way.

and fabrication were previously absorbed by the earlier domestic production. The manufacturer profited from this production because it enabled him to level the seasonal trough and helped to defray overhead.

A survey of apparel manufacturers has revealed that export trade is being even more neglected at the present time than it was before the war. Manufacturers claim that they cannot even begin to meet the domestic demand, and have given no thought to exports. Discussion as to whether this policy is short-sighted does not fall within the scope of this report.

### FURS AND FUR GARMENTS

Furs and fur garments offer the most promising air freight potential of any type of apparel, possessing as do virtually every characteristic considered desirable from the point of view of air shipment. These favorable characteristics are: a large element of style in design; high value per weight; premium on speed of shipment; satisfactory bulk to weight relationship; concentrated area of manufacture; and a degree of perishability.

Almost the entire fur manufacturing industry of the United States is concentrated in a small area of New York City, bounded by 26th and 32nd Streets between 6th and 8th Avenues. In 1939 the wholesale value of fur manufac-



Fineries for New York's Saks 34th Street accepted from United Air Lines by some decidedly prepossessing young ladies.

turers in the United States was \$168,032,000 of which 91 percent originated in New York. This comprised a national total of 1,549,000 units of which New York City accounted for 1,316,000 units, or 85 percent.

An industry spokesman has estimated that retail sales of furs have risen from \$240,000,000 in 1939 to about \$600,000,000 at the present time.

This has been interpreted to mean a 25 percent increase in unit production with a 100 percent rise in unit price. The average retail price per fur garment in 1939 was about \$150 and has increased to \$250-\$300 per garment at the present time. It was stated that this increase in price is only partially attributable to the rise in the general price level. The most important factor responsible for the unit price rise is that of present styling, which requires considerably more fur per garment and also more skilled workmanship.

There has been no discernible shift of the fur industry away from New York City during the war years. Industry spokesmen state that they expect New York City to maintain its leadership in the field for the foreseeable future. They base their contention on the fact that workers in the fur industry are the most highly skilled in the entire apparel industry; enjoy the highest average wage scale (\$75 to \$250 a week); and show no inclination to migrate to other areas. This factor, in combination with the other advantages generally enjoyed by the apparel industry in maintaining their manufacturing establishments in the New York Area, gives rise to the optimism of the New York fur industry regarding competition, present or potential, from other areas.



# Royal Dutch Airlines

## WHAT?

Anything up to 7000 lbs. Special low rates for perishables.

## WHERE?

Anywhere in the Caribbean, South and Central America, Europe, the Middle and Far East.

## HOW?

KLM's Royal Route

For full information call Royal Dutch Airlines, Freight Office, 145 Front Street, New York 5, N. Y. WH 4-9210.

The bulk of the 1,854 fur manufacturers in the New York area are made up of small establishments with an average of less than 10 direct employees. A large proportion of the small establishments operate as contractors to jobbers, who, in turn, act as middlemen between the manufacturer and retailer. The majority of retailers put their own labels in the fur garments.

The fur industry has developed merchandising practices peculiar to itself which are significant with respect to possible use of air freight. Very few retail establishments carry a stock of the higher-priced fur garments, such as mink, ermine or sable, which retail at from \$5,000 to \$75,000 per garment, because the capital investment required is prohibitive. When a retail establishment receives an inquiry from a customer for a high-priced fur garment, a practice known as "shipping on memorandum" is resorted to. The retailer sends memoranda to several fur manufacturers describing the type of garment for which he has a prospective customer. The manufacturer, or jobber, if he has such garments in stock, will then ship one or two such garments to the retailer "on memorandum." The prospective customer then inspects the garments displayed and makes his selection. The remaining garments are then immediately shipped back to the manufacturers. In transactions of this type speed of shipment is extremely important. The manufacturer is desirous of having this high-valued merchandise out of his immediate possession for as little time as possible, and utilizes the most rapid means of transportation at his disposal. Although this is a usual type of transaction, its erratic nature and small-unit volume suggest Air Express as a more feasible means of shipment.

A merchandise practice resorted to by many small manufacturers is that of "peddling." This refers to salesmen carrying a "line" and visiting department stores in small or medium-sized communities where pre-advertised sales are held. Since the majority of retail establishments in such communities cannot afford to tie up their capital in an inventory of even low and medium priced fur garments, this practice permits them to sell a class of merchandise which ordinarily they are in no position to handle. A usual method for transporting this merchandise is for the salesmen to drive limousines especially adapted to carry a quantity of garments.

Air freight can be utilized to advantage in replenishing stock along the itinerary, since speed of shipment can



Airfreighted frocks flown from the East via Slick Airways being unloaded at Kansas City. There's no repressing necessary when shipped this way.

appreciably quicken turnover in transactions of this type.

The fur industry is highly seasonable. A large amount of manufacturing and shipping takes place from May to August in anticipation of the traditional August fur sales. Reorders determine the level of activity of the main season which occurs from October to the end of January. It is well to note that San Francisco-Oakland, because of its year-round cool climate and high per capita income, maintains a year-round market for furs.

Those manufacturers who export to South America are able to level their seasonal peaks to a considerable extent. However, during the war, export activity slackened considerably because of shipping difficulties and because the domestic market was able to absorb the entire output.

At the present time, almost all furs are shipped via Railway Express with an increasing proportion being shipped by Air Express.

## DRESSES

Dresses which were among the last articles of women's apparel to become factory-made are now the most important branch of the women's wear industry. Since 1939, the dollar volume of output for the entire dress industry increased from 620 millions of dollars to 1,008 millions of dollars in 1944.

The dress industry is subdivided into two major groups: "regular" or "unit priced" dresses, and "wash" or "dozen priced" dresses. Generally speaking, unit priced dresses are synonymous

with the "silk dress" industry and comprise those dresses which are worn for street apparel. They also include evening, dance, bridal, graduation, confirmation, maternity and sport dresses. As their designation implies, their price is quoted by the individual garment. The house or wash dress industry specializes in providing utilitarian garments which are used in the home and in the workshop. Included in this group are also aprons and uniforms. These are the cheapest line of garments and are priced by the dozen.

At one time the two dress groups were considered separate and distinct industries. However, in recent years the house dress industry has overlapped into the low priced unit dress market. This resulted chiefly from the introduction of low priced rayon fabrics. For the purposes of this study consideration of the house dress industry has been omitted since these low priced garments do not constitute air potential, and in addition this industry is not concentrated in the New York area to the extent of the more stylistic branches of the industry.

Typically, about 80 percent of the value and somewhat less than 50 percent of the quantity of dresses produced in the United States are marketed in New York City. The marked difference between quantity and value of production emphasizes the concentration of the higher priced garments in this area.

Revolutionary changes took place in the dress industry during the decade preceding the war. Since 1931 there

was a steady decline in the dollar volume of sales accompanied by an increase in unit production. This was made possible by the drastic decline in silk and rayon prices and by the improvement in rayon fabrics. Thus the dollar volume dropped from 805.2 millions in 1931 to 506.3 millions in 1939, while unit production increased from 169 million dresses to 194 million dresses in 1939. During the war this trend reversed itself. The latest production figures available show that in 1944 dollar sales had reached 843 millions while production had declined to 132 million dresses.

Dresses are classified into three price ranges—high, medium and low, or popular priced, dresses. Prior to the war, dresses wholesaling at \$6.75 and under comprised the popular priced group; \$6.75 to \$16.75 the medium priced group; and those wholesaling over \$16.75 comprised the high priced segment. At the present writing there is no clear demarcation of price lines, owing to the marked upward shift in prices. An indication of this upward shift in price lines can be clearly demonstrated by the fact that in 1937 54.6 percent of the dresses manufactured wholesaled at \$2.00 or under, while in 1944 only 5.1 percent sold at \$2.25 or less.



Yes, ma'm. We fly 'em; you buy 'em.

There are normally four seasons in the dress industry, although the number and length of the seasons vary in the different price lines. In general, production for the Fall trade begins in late July; for the Winter, in September; Spring production gets underway in January; and Summer production, in March.

Orders are placed well in advance of the seasons. Buying for the Spring season begins in mid-October and lasts

until mid-March. First deliveries are set for January. For the Fall season, buying begins at the end of May with first deliveries specified for August. As sales progress, reorders are sent to the manufacturers by mail or telegram. It is on this type of transaction that air freight may be extensively used since the retailer needs the merchandise quickly during the height of the season. This is termed hand-to-mouth buying and was very prevalent prior to the war.

Merchandise "returns" was another practice which favors the use of air freight. Retailers used to take advantage of the competition among manufacturers by returning merchandise which they could not easily sell, or when they found themselves overstocked. Since much of this merchandise was returned near the end of the season, the manufacturer could dispose of these garments only at considerably reduced prices which entailed substantial loss to himself. Returning this merchandise by air would give the manufacturer additional time in which to resell the garments. The higher prices realized by the manufacturer would more than offset the added transportation cost.

Dresses represent the largest block of air potential of any of the apparel

(Concluded on Page 41)

NEW LOW COST

**Air FREIGHT**  
for MERCHANDISE SHIPMENTS

*Schedule your shipments as you would personal reservations—by date and flight number—Be certain of "ON TIME" deliveries at destination.*

**TYPICAL RATES**

Newark - TAMPA or MIAMI - \$15.08 CWT.  
Newark - JACKSONVILLE - 12.43 CWT.  
New Orleans - MIAMI - 9.78 CWT.



M 74L

**NATIONAL AIRLINES**

ROUTE OF THE BUCCANEERS

# Don't Sell Aviation

**H**EADLINES SOMETIMES PAINT a picture darker than it actually is. No one knows this better than the air transportation pioneers who for years bucked popular prejudice as well as financial instability.

This is not meant to play down the dismal profit picture presented in 1946, nor the inevitable effects of the unfortunately bunched air accidents. Altogether it was enough to shake the confidence of all but the strong of heart—but the men who blazed the commercial air trails, weaving an ever-growing network of air routes, *are* the strong of heart.

Air transportation men have long since learned that hand-wringing accomplishes nothing. And those who keep their faith in the air will soon be up and doing . . . at work to drive away the fog of pessimism that seems to have descended on commercial aviation.

The most farsighted and intelligent among them, it seems certain, will be working in these basic directions:

## **I—Toward Safer Flying . . .**

No one with human feeling can fail to take with extreme seriousness the loss of life which has stained the record these past six weeks. There is small comfort—either to the bereaved or to honest airline public relations men—in the statistic which proves that *air travel in 1946 was safer than ever in terms of the small number of deaths in proportion to the billions of passenger-miles flown.*

The wartime and postwar boom in air travel, as everyone knows, caught the airlines poorly prepared . . . in terms of new equipment, adequate airports and adequate aids to bad-weather flying. Obviously, safety is the airlines' greatest problem. The advent into regular commercial use of GCA and perhaps other applications of radar must be hastened. So must the construction of airports on the 1950 scale to replace the 1935 models which continue to serve most cities.

If these steps require governmental expenditures on a bigger scale, so be it. The contribution of the airline industry to victory in the war was obviously worth many times the relatively piddling government expenditure in the support of air transportation in the prewar years.

## **II—Toward Sounder Public Relations . . .**

The collapse of the air travel boom . . . what with the vast increase in planes in operation and easing off in traffic . . . signals the need, long felt in many quarters, for a new approach to the whole problem of airline selling and public relations. But public relations should come before advertising and selling.

One great need, on the passenger side of the business especially, is a herculean effort by airlines to make the service match the promise of the advertising. Better personnel selection, more efficient employee training, will go far in this direction. Better terminal facilities will be harder to get . . . for in many cases they must wait for governmental appropriations and buck construction delays. But the longer all these irritants remain, the poorer the airlines' relations with the public are sure to become. Management must start moving on all these fronts . . . and fast . . . because, right or wrong, their fault or not, the airlines get the blame for everything that's wrong. The public doesn't know . . . and doesn't care . . . that the faults may really lie with the CAA or the local city commissioners.

## **III—Toward Sounder Selling . . .**

Once progress is made on the safety front and the public relations front, the airlines can re-examine with incredible profit their whole selling operation.

Because it's time for airline selling to make a three-point landing and put its feet on the ground. The picnic is over.

It is in this direction especially that we of AIR TRANSPORTATION feel we can speak with authority. And it is in this direction that the airlines' greatest opportunity lies.

It is, of course, only natural that airlines' selling policies are not now equal to the challenge at hand. For five years, the lines have been lulled by a seller's market of fantastic proportions. Only now has it come home with full force that the seller's market is over . . . and that real, honest-to-God selling on the soundest possible basis of sales planning must begin.

## While the Passenger Business Flies through Deep Overcast, Aren't

### Airlines Forgetting the Silver Lining Which Is Air Cargo?

No longer can the lines rely on the glamor of flying. Now they must sell *transportation* . . . just as railroads and steamship lines, buslines and motor truck carriers, sell transportation—of both people and goods.

#### **Sell Passenger Traffic Wholesale, Not Retail!**

It's time for the lines' "street men" to go beyond . . . far beyond . . . the business of merely dropping in for friendly calls on all the firms in a building and leaving their cards, and to start selling on a wholesale instead of a retail basis. They should devote their time and intelligence to selling passenger travel in the mass, through travel agents, through organizations with large numbers of personnel on the road.

#### **Sell Cargo, The Silver Lining Opportunity**

And it's time, too, for real air cargo selling to begin . . . we might fairly say . . . for the first time.

Here is the real silver lining in commercial aviation's clouded present. To bring it to realization requires many steps now hardly begun. Let us examine some of them:

#### **SELL CARGO BY THE PLANELOAD**

Let airline salesmen stop dispersing their efforts calling on vast numbers of shippers of a small parcel now and then, and concentrate on mass business . . . on cargo traffic by the plane-load. That, in turn, means . . .

#### **TIE IN THE FREIGHT FORWARDERS**

For years, freight forwarders have done an indispensable job for both shippers and carriers in both rail and truck freight in the U. S. and in ocean cargoes destined for abroad. Each of them controls the shipments of dozens, hundreds or thousands of shippers. Each is a mass prospect for air cargo business.

#### **PUSH JOINT TERMINAL OPERATION**

Two years ago, American Airlines' C. R. Smith suggested forming airline terminal companies for the handling of loading and unloading operations at all major airports, in the interest of efficiency for the shipper and economy for the airlines. Only now is this step being taken experimentally at Greater Cincinnati Airport and Willow Run. Its

promise is big, especially because it will enable airlines to . . .

#### **CUT AIR CARGO COSTS**

Rate-cutting at a time when airlines talk of the indispensability of rate increases to cut operating deficits will strike no chord of popular approval among air transportation people. But come what may, air cargo costs must come down to some extent before air cargo will come into its full opportunity. This, of course, will be aided immeasurably, by further work to . . .

#### **PUT REAL CARGOPLANES IN THE AIR**

One of the lines' greatest disappointments in 1946, of course, has been their failure to obtain real postwar equipment. Many a plane of advanced design and superior economy . . . promised since the middle years of the war . . . has yet to see a single delivery to an airline. The new year promises much in this direction . . . i. e., in the direction of equipment to make possible the profitable flying of cargo at progressively lower rates.

#### **BACK AIR CARGO WITH SOUND PROMOTION**

Finally, to uncover the silver lining, there must be a vastly keener appreciation of the value of promotion of air cargo on a scale and in a manner in keeping with the size of the opportunity. No longer can a line's promotion of its cargo business be shrugged off as a necessary nuisance or a sideline activity. The opportunity is equal to all that the highest intelligence and promotional ingenuity of the airlines can create. Let air cargo be promoted with the aggressiveness, the courage and the sound background of market research which it deserves, and the rewards, in less time than many imagine, will pile up.

\* \* \* \* \*

AIR TRANSPORTATION MAGAZINE, it goes without saying, will warmly welcome the comments and suggestions of both shippers and carriers to the suggestions here made—suggestions which will be explored in detail in these pages in the months just ahead.

*John F. Budd*  
Publisher

# Keep the Ball Rolling

By THOMAS J. EPPLEY

*Air Traffic Manager, Porto Rican Express Company*

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**Recognition of the foreign freight forwarder is not enough. Standardized procedure is needed to let loose the vast amount of air freight held in the offing.**

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A MAJOR step has been overcome by John F. Budd, publisher of AIR TRANSPORTATION, to insure the proper channeling of international air freight through the hands of organizations who have been handling the bulk of foreign freight for more than a century.

On November 8, 1946, at a meeting of the Aero Club of Buffalo, Mr. Budd pointed out, and listed unquestionable facts as to why domestic freight forwarders should be recognized by the Civil Aeronautics Board to solicit air freight for the airlines. Prior to that address, also largely through his efforts, the International Air Transport Association announced the fact that its members would pay a five percent commission on freight turned over to them by recognized foreign freight forwarders.

This, indeed, was the step that started the ball rolling. *But how far did it roll?* Freight forwarders found many unanswered questions as to how the freight could be booked, how it was to be taken, what documents were required. Questions of routings, through rates, standard insurance coverage and a host of others lacked definite answers. Until all of these questions and formalities are answered and standardized, the vast amounts of international freight controlled by the freight forwarders will go forward by the means of transportation they have been accustomed to, even though many commodities being shipped demand the advantages of air transportation.

The problem put forward by insurance coverage offered for air freight transportation is a great one. There is

a great difference to shippers between the maritime policy and the policy offered by the airlines. The Warsaw Convention, which serves as the basis of most foreign airlines policies, leans definitely toward the *carrier*, and not,



Thomas J. Eppley

as it should, toward the *shipper*. Since the shipper is the backbone—the bread and butter—of the airlines, a uniform policy must be made available to him that would cover his requirements.

True, many shippers carry their own insurance policies, as do many freight forwarders. But how many of these policies carry an air transportation floater? Or, if this type of coverage is secured by the individual organizations, wouldn't the cost be prohibitive? The logical answer is a uniform policy, giving adequate coverage, offered by all of the lines.

The question of documentation presents quite a barrier. Although, in most instances, the airlines have uniform requirements regarding documents needed for the Customs Service of this and other countries, there are many cases where the documents they require for their own use vary. A seemingly small item like a Shipper Letter of Instructions (SL of I) could easily be standardized. In fact, if this form were standardized, the airlines could be saved an item of expense, and the many lines that do not possess such a form would automatically have one available. The standardized form would be of great benefit to the forwarder; instead of his keeping a supply of each airline's SL of I on file and making certain he had one from each airline, a quantity of the standard form would meet his needs.

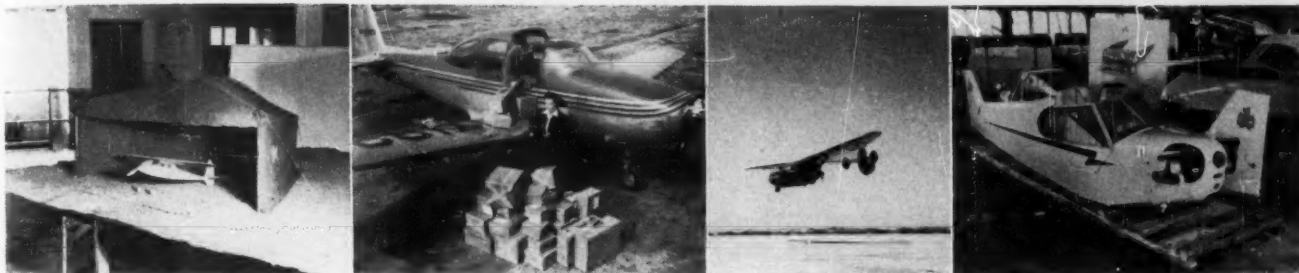
On March 28, 1944, at the Downtown Athletic Club, Walter Mercer, vice president of the New York Customs Brokers' Association, in an address before the Aviation Industry Forum on Air Commerce Problems, stated:

"... It would not pay them (the shippers) to use air if they could get them (their shipments) over here in a shorter time via air and then run into snags clearing them through customs. We have such a snag existing today, and this (discussion) is for the benefit of you people in the air field, because you are in a position to eliminate that snag; and that is this:

"When a shipment arrives by plane at LaGuardia Field from Europe, the consignee receives an arrival notice which he gets the next day. It is then

(Concluded on Page 38)

# ★ *New York* AVIATION SHOW



Left to right—Model of a new-type hangar for personal planes as designed by General Textile Mills . . . North American's Navion, designed to carry light cargoes . . . The Dragonfly, power-glider, produced by Nelson Aircraft . . . Packaging a Piper Cub as done by Dade Brothers, Inc.

WITH the theme on civil aviation—as directly opposed to last year's show—the New York Aviation Show, which opens on February 1 and will continue through the 8th, promises to have everything from soup to nuts.

The eight-day exhibition comes as the nation's first major aviation event of the year. Personal and light transport planes, helicopters, hangars, accessories and equipment will be on display in the famous Grand Central Palace.

The exhibitors promise "the greatest concentration of new-type personal planes ever to be seen in New York City." Further investigation brought to light the fact that among the planes to fill the vast show space will be the Piper *Super Cruiser*, Republic *Seabee*, Cessna 140, Aeronca *Chum*, North American *Navion*, Stinson *Voyager*, and Luscombe *Silvaire*. Nelson Aircraft's new power glider, the *Dragonfly*, will also be on hand.

What with the continuing chain of successful helicopter stunts which have made coast-to-coast headlines, newscasts, and newsreels, New Yorkers and

visitors to the city will have an opportunity to view these rotary wing aircraft at close range. The current air mail tests in the metropolitan area, utilizing nine helicopters out of LaGuardia and Newark Airports, have raised local interest in the "flying windmill" to a high level.

Nor has air freight been forgotten in planning the New York Aviation Show. One of the more important exhibits will be that of Dade Brothers, Inc., which is intent on familiarizing "the air-minded public with the importance of proper packaging of merchandise for domestic and overseas shipment. Boxing airplanes and related equipment for export is an industry that is seldom seen by the public, because it occupies that small gap between the factory door and the long air or sea voyage to many parts of the globe."

The foregoing being only one part of the steadily growing plans, the show is calculated to attract a sizable portion of New York's millions. Meanwhile, the management stated that the following firms have signed as exhibitors, with more likely to be added to the list:

Academy of Aeronautics; AIR TRANSPORTATION Magazine; Airpark Services, Inc.; American Mutual Liability Insurance Company; The Avi-Aiders; The Babb Company, Inc.; Bogardus Brothers; Cities Service Oil Company; Cleveland Pneumatic Tool Company; Dade Brothers, Inc.; Durham Aircraft Service, Inc.; Civil Air Patrol; General Textile Mills; Grolier Society; Henry Publishing Company; Albert B. Hoffman; Industrial Wheels, Inc.; Intava; International Diesel Electric Company.

Leech Aircraft, Inc.; Mallard Air Service, Inc.; Nelson Aircraft Corporation; New York City Airport Authority; New York City Post Office Department; North American Airport Corporation; Nylok Corporation; Personal Airplane Sales Corporation; Randolph Products Company; Red Bank Airport; Resort Airlines, Inc.; Richmond Flying Service; Russell Uniform Company; Thor Solberg Aviation Company; Safair Flying School; Shell Oil Company; United States Coast Guard; F. H. Woodruff and Son, Inc.

## Air Freight Service

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San Francisco Office  
510 Seventh Street  
Telephone KLondike 2-1946



A TYPICAL cargo loading scene (left) at any one of the 67 cities served by Eastern. The Miami Daily News, which is flown every day after noon (right) to Jacksonville and Orlando, Florida, is on sale in the two cities in less than 3 1/2 hours.

## AIRSHIPPED BY EASTERN

**N**ET profits, consumer demand, distribution, and completely new business horizons are increasing daily through the new and practical idea of air freight. Already, shippers of merchandise and the general public have begun to realize the down-to-earth benefits of shipping by air and are putting weight on wings in ever-expanding variety and tonnage.

People no longer raise an eyebrow and exclaim, "What will those air-planes carry *next*!" because during the war and in the last few months of commercial air freight, those airplanes have carried just about everything under the sun.

Since Eastern Air Lines pioneered scheduled air cargo shipments in June, 1942, its fleet of *Silverliners* have flown tractors, penicillin, chicks, jewelry, gold bullion by the ton, dresses, meat, machinery parts, magazines, and shrimp dinners—to name a few. You could go on listing beyond five dozen the varieties of cargo that Eastern has flown over its 67-city network, proving time and again the dollar-and-cents value of air shipping that cuts time-consuming days in transit to profit-making hours of speedy transport.

The rapid expansion of freight-carrying by air has opened a new era of distribution. Speed of flight coupled with greater area coverage literally brings the corner store to every corner of the nation. Fresh vegetables become commonplace in northern Winter mar-

ket baskets when flown from southern truck gardens in vitamin-saving time. Flowers, fresh picked, in Florida, bloom in snow-sprinkled corsages in January. A special EAL contract shipment speeds the Air Edition of *Time* to South American newsstands within 24 hours of New York.\* Many other examples of Eastern's air freight system—and those of other commercial carriers—have shown the shipping public a new conception of time. And with shorter time in transit, there are savings in overhead, in packing and carting and in many new profits from new and bigger markets.

Eastern has expanded its air freight facilities to every area of its 27-state system on a schedule basis that offers around-the-clock service. Since last November, when this system-wide service became effective, requests from big and little shippers have come in, indicating an important business volume during the coming few months. As Edward E. Skinner, cargo manager, says:

"It wouldn't surprise me if revenue from our air freight some day will equal or even surpass our passenger revenue. In the history of all other means of transportation, you will find that greatest revenues have always been from the transportation of goods."

Since *Silverliners* began speeding shipments of from 25 pounds to five

tons, a large variety of goods have taken to the air.

Recent airbills list cargoes like blood plasma, radar sets, drugs, flowers, sewing machines, hinges, gear parts, dresses, and newspapers. Several pounds of water plants were recently air-shipped. Live fish from the Florida Gulf Stream were successfully flown to a northern experimental station. The list reads like a classified phone book.

Eastern has not only had an impressive amount of experience with commercial shipments, but in addition can look back on a war record of 47,500,000 pounds of essential battle material carried over 334,480,000 miles of jungle and ocean to overseas troops. All the planes and most of the men that were in EAL's Military Transport Division are now back on the line, stacking up their experience against civilian logistics.

Businessmen and manufacturers are fast becoming aware that there is new business in the air. Potentials for air freight are frankly limitless. For example, in New York City's biggest industry—the women's apparel trade—immediate potential for commercial air shipments to Florida is 1,448,000 pounds.\* Eventual potential is 2,446,000 pounds. That means at least one full DC-3 to Florida every day of the

\* Read *What Air Freight Carriers Can Expect from New York's Glamor Industry*, beginning with the December, 1946, AIR TRANSPORTATION.

(Concluded on Page 38)

# IT'S AN *Air* WORLD

[REG. U. S. PAT. OFF.]

By L. A. GOLDSMITH, *Economic Analyst*, AIR TRANSPORTATION

**When the lights went on again all over the world the United States Government found itself with plenty of aircraft on hand. The result of their disposal makes an interesting story.**

ONE of the greatest miracles of American war production was the tremendous rate at which military planes flowed from the factories to the battle fronts.

But when the war ended, the Government was faced with the problem of what to do with these bombers, fighters, transports, and trainers. Surplus is a word full of fearful connotations. A gigantic problem faced the Government, because these planes had to be disposed of without hanging over the market of peaceful commercial aviation production. Demand was there for these surplus aircraft at the close of the war, but it was realized that such demand would soon disappear when new aircraft would reach production levels sufficient to meet peacetime requirements.

Therefore, a start had to be made without delay. This was done in March, 1944. At that time, 5,000 planes, which had been used by the Government for use in contract schools in the training of civil pilots, were put on sale. In less than seven months all 5,000 planes had been sold to the general public. Forty thousand bids were received for these planes, even though many restrictions on private flying were still in force at the time.

The sale of these planes indicated a great potential market for low-priced personal aircraft and its predecessor disposal agencies. But, pondered the War Assets officials, what would be the answer when military planes had to be converted and sold for civilian use?

That was the \$64 question. At least it was a question of 64,000 planes by the time September of last year rolled around. At the end of September, there remained in surplus stocks about 7,000 aircraft of the types that could be used in civil aviation.

Billions of dollars of Government-owned surplus aircraft have been disposed of in a little more than two years. Not a bad record! And the result to

aviation—a boon and a boost. According to the War Assets Administration, "the threat that surplus planes and parts would wreck the peacetime market for civil production has disappeared. Fat backlogs of orders for new planes are pushing manufacturers to capacity."

WAA says: "Private flying is booming. War pilots wanted to continue flying both for pleasure and business. Ownership has been made possible for many people who were able to buy low-cost surplus planes. Air transportation has been able to expand rapidly, and the supply of surplus transports has not been sufficient to take care of the demand!"

As everyone knows, there has been a veritable rash of new aviation enterprises, and WAA claims that many of these new activities have been made possible by the availability of surplus planes at low cost. Among these new



Loading cargo aboard a converted C-47 now operated by Alaska Airlines. First in the service of the Army Air Forces, the plane now shuttles civilian freight between Seattle and Alaska.



**WORLD-WIDE SERVICE**

*Exclusively Air Shipping*

To give exporters *complete* air shipping service via *all* overseas airlines . . . To provide a *single air forwarder*, enabling you to make the best use of constantly-changing schedules and routes of the air services . . . To arrange for charter and contract air freight service for large consignments . . .

Richard S. Conover

John S. Gorbv

**STARK AIR SHIPPING, INC.**

**120 WALL STREET, NEW YORK 5, N. Y.**

**WHitehall 4-3718**

businesses they cite aviation repair services, flying schools, aerial taxis, crop dusting and insect spraying, air ambulances, plus air passenger and air cargo services. WAA believes that these developments were made possible as rapidly as they have been, due to the large number of surplus transports available at the same time that thousands sought to get into businesses of their own.

WAA emphasizes that the one thought uppermost in the minds of many service men was to own their business when they were discharged. For most pilots their desire was either to get into flight instruction, find an airline job, or, better still, to start their own line. "This was a situation pretty much made to order for the ex-pilots. . . . On the other hand there were pilots and planes. On the other, manufacturers and producers crying for fast transportation of their products to market. A general shortage of other forms of transportation heightened the situation."

New companies, largely owned and operated by veterans, appeared overnight. War Assets has sold over 3,000 surplus light, medium, and heavy transports, and many of these have gone to these new enterprises. A recent survey by the Civil Aeronautics Administration reveals that more than 4,600 companies are conducting commercial flying businesses.

WAA points out that "these new businesses are both large and small.

Some operate only one plane. Others have small fleets. Some already have passed from the category of small to big business in the air cargo field. Many by their own ingenuity have created new demand for air transport."

Entertainment and show business have also entered the field as cash customers under charter contracts for the non-scheduled carriers. Many of these carriers have received contracts to fly radio theatrical troupes to performances, and football and baseball teams to games.

Surplus planes have also found their way into educational institutions. To date about 2,800 schools and other qualifying institutions have purchased aeronautical property which had an original value of \$120,000,000. This includes 1,001 tactical aircraft of all types, 2,996 aircraft engines, 299 navigation and instrument trainers, and a huge assortment of miscellaneous parts, instruments, tools and equipment.

Through the facilities made possible by this surplus aeronautical material, many schools which already had departments of aviation have been able to expand their courses. Others which would not have been able financially to offer this type of instruction have installed model aviation departments.

All in all, it would seem that the war surplus of aircraft and aeronautical parts has been admirably handled by WAA in the best interests of the public, the aviation industry, and the taxpayers.

## Flying Tiger Line Wins ATC Contract

A contract with the Air Transport Command to fly 1,200,000 miles per month, making two flights daily to Tokyo and an equal number to Hickam Field, Hawaii, has been signed by the Flying Tiger Line. This has set the Flying Tigers right on top as the largest contract air carrier in the world.

It is expected that the airline will grow almost immediately to an organization topping 1,500 employees, most of whom will be based in Los Angeles. The 32 C-54s necessary to make the flights will be furnished by the ATC. Departures and arrivals for the Orient will be from Fair Field Army Air Base, San Francisco. However, all administrative and maintenance work will be done at the Flying Tigers' headquarters at Los Angeles Municipal Airport.

Robert Prescott, president of the airline, stated that 40 percent of the personnel will be pilots and flight crews, another 40 percent maintenance service employees, and the balance administrative help. Veterans still get preference in hiring.

## Palestine and India To be Served by TWA

Air service from the United States to Palestine and India will be inaugurated this month by TWA.

The new service will be an eastward extension of the airline's present route through Europe and the Middle East. Planes will stop at Lydda Airport in Palestine, Dhahran, Saudi Arabia, and at Karachi, as a port of entry, with a terminal stop at Bombay, India. Flights will leave from Washington and New York. Proposed schedules call for elapsed flying time of 31 hours and 35 minutes between New York and Lydda, and 41 hours and 40 minutes between New York and Bombay.

## LAI Operations Started in Italy

Linee Aeree Italiane, associate company of TWA, has begun operations with flights between Rome and Milan, and Rome and Turin.

LAI is expected soon to operate flights to Palermo, Sicily, via Naples, and between Rome and Sardinia. Eventually, 14 routes will be activated within Italy and to nearby foreign cities. The airline has 14 C-47s. Five have been converted to passenger ships by Italian aircraft factories under the supervision of Douglas Aircraft Company engineers, and nine are in various stages of conversion. LAI is 60 percent Italian-owned and 40 percent controlled by TWA.

## Harry R. Stringer Gets Sea-Air Post

Appointment of Harry R. Stringer, former vice president in charge of traffic and public relations for all American Aviation, as assistant to the chairman of the Sea-Air Committee of the National Federation of American Shipping, has been announced.

Stringer has served as chairman of the Traffic Committee-Air Express, was the first chairman of the Air Cargo Conference of the Air Transport Association, a member of the airline industry's national advertising committee, and chairman of the Air Mail Committee. Prior to joining All American, Stringer was the first press relations officer of the United States Maritime Commission. Before that he was a Washington newspaperman.

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## LEGAL NOTES

### on Air Transportation

By GEORGE BOOCHEVER

Chairman of the Legal Committee and  
General Counsel to the Aviation Sec-  
tion, New York Board of Trade

**A** DIGEST of New York State Laws Affecting Aviation, prepared in the Bureau of Aviation, New York State Department of Commerce, has recently been issued and contains a summary statement of legislation relating to aviators, aircraft and airports as found in New York statutes as of the close of the 1946 Session of the Legislature.

As was pointed out in the foreword, with the passage of the Federal Airport Act, approved May 13, 1946, interest in the provisions of State laws with respect to airports has increased. While many phases of State policy with respect to that legislation are yet to be determined, when provisions of the Federal legislation have been clarified by interpretations, municipalities desiring to establish or expand existing public airports will find much useful information in this summary.

While there are laws actually affecting aviation to some degree scattered through the State's statutes, the bulk of State legislation of particular interest to airport owners and operators and to pilots of aircraft is contained in the General Business Law and the General Municipal Law.

The Commerce Laws, Laws of 1944, Chapter 4, constituting Chapter 7-a of the Consolidated Laws, provides for a Department of Commerce, Subdivisions 24, 25 and 26 of Section 100, empower the Commissioner of Commerce, who is appointed by the Governor, by and with the advice and consent of the Senate:

"24. to advise and cooperate with municipal, county, regional and other local agencies and officials within the state to plan and otherwise coordinate the development of a system of air routes, airports and landing fields within the state and to protect their approaches;

"25. to cooperate with other state departments, and with boards, commissions and other state agencies and with appropriate federal agencies, and with interested



The Martin 202, twin-engined airliner, shown above during one of its test flights. According to officials of the Glenn L. Martin Company, the plane has "exceeded all expectations as to performance characteristics." First deliveries, with Capital Airlines-PCA on the receiving end, will be made early this year.

private individuals and groups in the coordination of plans and policies for the development of air commerce and air facilities:

"26. upon designation in writing by the governor, to act as the official agency of the state in all matters affecting aviation under any federal laws now or hereafter to be enacted, and in connection with the grant or advance of any federal or other funds or credits to the state or through the state to its local governing bodies for airports and other air facilities, complying with the provisions of such grants or advances. As amended L.1945, c.60, Sec. 3, eff. March 2, 1945."

The General Business Law (Article 14 of the General Laws) deals with the subject of aircraft. It provides that the operators of aircraft in New York State must obtain federal licenses if they operate within the State under circumstances which would require a Federal license if the operation were interstate (Section 241).

The operator must have his license in his personal possession while operating aircraft and it must be presented upon demand of any passenger, state peace officer or person in charge of any airport in the State upon which he lands (Section 242).

No plane can be operated within the

state unless it is licensed and registered by the United States Department of Commerce. The plane's license must be conspicuously posted while in flight, and be presented on demand to any peace officer or any person in charge of the airport where the aircraft lands. This licensing provision does not apply to aircraft used exclusively by any federal or state agency or to aircraft on test flight under direction of the United States Department of Commerce (Section 243).

The air traffic rules of the United States Department of Commerce, in force in 1930-31 are incorporated in this Act. (Section 245). The minimum height when carrying passengers for hire is set at 500 feet (except when landing or taking off). Flying lower than 1,000 feet over congested areas, such as cities, over certified high explosive danger areas, or over any open-air assembly of persons, is prohibited. Elsewhere, the minimum height is 500 feet, "except where indispensable to an industrial flying operation."

The subject of public airports and landing fields is dealt with in General Municipal Law, Article 14.

The legislative body of a city, county, village of the first, second or third class, or town, may establish an airport or a

(Concluded on Page 38)

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## Thornburg Succeeds Holmes In 3 TACA Airways Posts

In an administrative reshuffle of TACA Airways, S. A., holding company of the TACA Airways System, Julius C. Holmes has resigned as president, director and member of the executive committee of TACA Airways and TACA Airways Agency, Inc. Succeeding him is J. W. Thornburg, vice president and general manager of Waterman Airlines.

The company also announced new financing, through private sale of \$1,000,000 of four percent convertible notes due July 15, 1949. The notes are convertible until December 31, 1948, into common stock at the \$5 par value of the common.

Waterman purchased \$500,000 of the notes, and as part consideration TACA has granted to the Alabama company an option good until the end of next year, on the balance of TACA's authorized but unissued treasury stock. Pennroad Corporation purchased \$250,000 notes, and the remaining \$250,000 were taken by other interests.

Elected as TACA directors are Frederick M. Peyser, of Hallgarten and Company; John D. Warren, of G. H. Walker and Company; and Joseph M. Paul, a Washington attorney. Jack Frye resigned from the executive committee, but remains as a director. Benjamin F. Pepper, chairman of TACA and president of Pennroad, will be on the executive committee, together with Peyser and Paul.

## SO THAT ANOTHER MAY SEE



An American Red Cross driver signs for an air expressed refrigerated package containing two human eyes, delivered at LaGuardia Airport by Air Express Agent J. J. Everett. The eyes were willed to the Eye Bank of New York by the wife of a Chicago business man shortly before she died. They will be transplanted to create a new world for some sightless person.



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**LONG ISLAND AIRLINES, INC.**

## Latin American Fares Again Reduced by PAA

Its fourth postwar reduction of *Clipper* fares to Latin America has been announced by Pan American World Airways, following a meeting of the company's executive committee last month. Effective January 20, the cut will affect more than 3,000 specific fares.

Juan T. Trippe, president, pointed out that the new reductions were taken in the face of mounting operational costs. He said that four-engined equipment is going into service in the Latin American Division, and that increased volume of business would lower unit operating costs.

Following are typical one-way fares from various gateways of PAA. There will be the usual corresponding savings on round-trip fares:

### NEW YORK

	Present	Proposed	1945
Port of Spain	\$203	\$194	New York established
Rio de Janeiro	472	446	
Montevideo	538	517	July 1, 1946
Buenos Aires	547	526	
Caracas	197	186	

### MIAMI

Lima	310	289	\$320
Kingston	70	57	75
Barranquilla	120	99	130
Balboa	120	99	130
Maracaibo	140	125	145
Caracas	145	130	165
Port of Spain	164	155	200
Rio de Janeiro	425	399	425
Montevideo	481	460	486
Buenos Aires	490	469	495
Santiago (Chile)	460	439	465

### NEW ORLEANS

Maracaibo	204	195	210
Barranquilla	183	175	190
Rio de Janeiro	506	489	515
Belem	377	348	385
Buenos Aires	585	564	585
Barcelona	247	227	247
Caracas	235	220	235

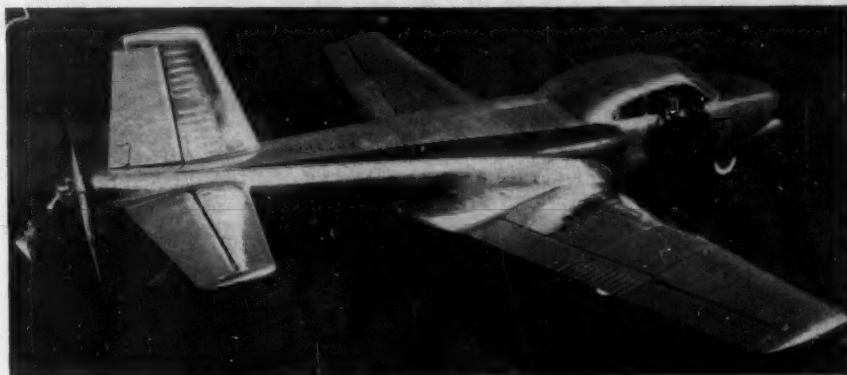
### HOUSTON

Maracaibo	218	209	Houston
Barcelona	261	241	not established
Barranquilla	197	189	until Dec. 15, 1946
Rio de Janeiro	520	503	
Belem	401	362	
Buenos Aires	600	578	
Caracas	249	234	

### BROWNSVILLE

Barcelona	247	227	247
Barranquilla	183	175	190
Rio de Janeiro	506	489	519
Belem	387	348	399
Buenos Aires	586	564	599
Maracaibo	204	195	210
Caracas	235	220	235

## DOUGLAS CLOUDSTER



Douglas Aircraft's new five-place Cloudster, all-metal, low-wing transport designed for charter or executive use. In addition to five persons, it can carry 250 pounds of baggage a distance of 950 miles at 200 miles an hour. Maximum range exceeds 1,100 miles. Two 250 horsepower Continental engines, mounted inside the fuselage behind the soundproof passenger compartment, drive a single eight-foot propeller off of the rear control surfaces. Either engine may be cut in or out without affecting flight control, giving two-engine performance with single-engine handling. The same aerodynamic principle of center-line thrust as the Douglas Mixmaster is used. The nose wheel, like that of the DC-4 and DC-6, can be steered.

### LOS ANGELES

Maracaibo	274	265	298
Barranquilla	253	245	263
Belem	448	419	463
Georgetown	363	337	392
Rio de Janeiro	576	560	583
Buenos Aires	656	635	663

### KINGSTON

Maracaibo	79	69	98
Caracas	113	100	134

### SAN JUAN

Balboa	166	152	196
Barranquilla	149	126	

### HAVANA

Kingston	58	48	60
Barranquilla	115	94	115

Effective January 20, 1947.

## WAL Plans Cold Storage Facilities at Airports

Cold storage facilities at major airports are being planned by Western Air Lines to expedite the handling of cut flowers. The first of these storage facilities will be constructed at Los Angeles, Denver, and San Francisco, as soon as materials are available. Arthur Smith, general cargo manager, declared that they will eliminate the necessity of timing truck deliveries with airplane take-offs.

## Further Liberalization Of Insurance Announced by ATA

Even more liberal airline trip insurance over scheduled airlines is now in effect.

The new provisions for the domestic routes allow a 30-day period for completion of the trip, including a round trip. The principal amount of coverage, according to the Air Transport Association's insurance committee, which developed the program, has been increased from \$5,000 to \$25,000 in multiples of \$5,000 while the rate remains the same at 25 cents per \$5,000.

Not only do the new provisions cover travel in the air, but protect the insured while at the airport, while traveling to and from the terminal, while aboard substitute transportation provided by airlines, or while in hotels or resorts if on tour when accommodations are arranged by the airlines. If the trip is international, coverage is afforded for the duration of the trip including stopovers, provided the trip is completed within 12 months. The coverage is otherwise the same as for domestic trips, the premium to be based upon the amount of the fare.

The previous domestic provisions were limited to a seven-day period, with stopovers, and did not include a round trip. There are lump sum provisions for total or one-half total disability.

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# On the NON-SCHEDULED Front

**Notes and jottings on the latest doings of the charter airlines with special emphasis on air freight operations**

**D**R. JOHN H. FREDERICK, professor of transportation at the University of Maryland, who was called as a witness by U. S. Airlines to testify at hearings before the Civil Aeronautics Board, has urged Federal control of the air freight industry through the issuance of certificates of public convenience and necessity to air cargo lines.

"The mass passenger transportation market has hardly been scratched by the presently certificated airlines," he maintained. "I feel that their future lies in complete exploitation of the passenger market, along with mail and express."

Dr. Frederick stated that certificated air freight carriers would "educate the public and build up shipping by air as an accepted way of doing business." He said that all air carriers should benefit from this, predicting that the airlines "will find greater demand for air express" and that "there would be no effect on the need for additional mail compensation."

"Certification of the freight lines is needed to avoid a period of uneconomic competition similar to the tragic era in the motor carrier industry after the First World War, when cut-throat competition was rampant to the detriment of public safety, labor, and investors," he declared. "A further period of experiment is unnecessary. Evidence now available is enough to justify issuance of certificates of at least several years' duration needed to give the freight carriers stability for continued development."

Another witness brought forward by

U. S. Airlines was Dr. R. W. Hoecker, head of the Transportation Section, Bureau of Agricultural Economics, United States Department of Agriculture. Said Dr. Hoecker:

"There is a natural interchange of industrial and perishable commodities. Area service is needed because perishables must be shipped without delay to their points of consumption. Carriers should land as near to the production point as possible. Also, the advance of the growing seasons means that planes may be needed in one place one week and in another place the next.

"The tremendous potential in the form of agricultural perishables can best be tapped by an area service. A point-to-point service does not seem satisfactory. New products are moving by air every month. *It is my opinion that the transportation of air freight will be in greater volume than the transportation of passengers.* Recent increases averaging 17.6 percent in rail freight rates and 44 percent in rail express will divert additional traffic to the air carriers."\*

California Eastern Airways, which in a half-year of transcontinental operations transported 2,097,535 pounds of cargo and logged 2,056,478 ton-miles, is another of the air freight lines seeking to inaugurate scheduled air cargo service. Flying DC-4s, the \$2,000,000 West Coast company would serve the following cities and a 50-mile radius of each: New York-Boston, Seattle-Portland, San Francisco-Oakland, Los An-

geles-San Diego, Denver, Minneapolis-St. Paul, Chicago-Milwaukee, Kansas City-St. Louis, Dallas-Houston-San Antonio, New Orleans, Detroit, Cincinnati-Pittsburgh, and Miami.

The Flying Tiger Line has become the first non-scheduled air freight line to win authorization by the United States Customs Service as a bonded carrier of import merchandise. The line may now carry imports from one United States point of entry to another without customs examination of the merchandise at the first port of entry.

Add strange cargoes: The Flying Tigers recently flew a complete chapel altar from Teterboro Airport, New Jersey, to Salt Lake City. A Transocean Air Lines DC-4 flew a cargo of 33,000 hour-old chicks from Oakland to the Philippines, returning with a consignment of 100 monkeys for the Hooper Foundation of the University of California. The species of monkey—*Cynomolgus*—has been found to be strangely susceptible to infantile paralysis, for which reason the Hooper Foundation will conduct experiments on them.

Waterman Airline has purchased another DC-4 of the same model it now has in service. This gives the company a fleet of five planes—three DC-3s (in intrastate service) and two DC-4s.

Important to note is the fact that the Robin Line, big steamship company, recently leased for the third time Waterman's newest *Skymaster* for a flight from LaGuardia Field to Johannesburg, South Africa. According to Arthur R. Lewis, Jr., president of the line, the plane is being chartered to

\* Read Florida's Agricultural Perishables and Air Freight Potentials in February, 1946, AIR TRANSPORTATION.

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ease the transportation jam. He said there was a backlog of about 1,200 passengers seeking passage to South Africa, with 2,000 desiring to travel to the United States. There are no regular passenger ships in this service. Passenger accommodations on freight ships are insufficient, and it is estimated that not more than 100 a month could be transported in these ships. The plane seats 40 passengers comfortably.

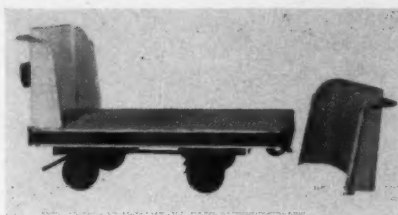
Santa Fe Skyway, contract air freight affiliate of the Santa Fe Railway, is another of the companies taking delivery of a DC-4—only this is in the airfreighter class. The plane is one of four ordered, and is capable of carrying a 20,000-pound payload.

Rapid Air Freight, of Los Angeles, now comes to the fore. It is headquartered at the Lockheed Air Terminal in Burbank, and is offering nation-wide air cargo service. DC-3s are operated at the present time, with DC-4s to join the fleet at a future date. Rapid is headed by Maurice F. Roche. Other officers of the company are: Orval R. Buckman, executive vice president; Henry P. Rosen, secretary-treasurer; Elmer Wall, chief pilot; and Wilbur Q. Mangold, superintendent of maintenance.

From the Institute of Air Transportation comes word that it has established a maintenance advisory board for the purpose of forming maintenance regulations and standards for charter airlines. Chairman of the group is Saunie Gravely, former president of Veterans Air Express.

The United States Aviation Corporation, Long Beach, California, has leased from the Hudson Bus Transportation Company its bus terminal at 59 West 36 Street, New York City, for the purpose of converting it into a consolidation terminal for freight and passengers to be transported over non-scheduled airlines. A similar terminal is now in operation at Long Beach. Others are expected to be established in the near future at Kansas City, Chicago, San Francisco, and Miami.

## NEW UNIT



New baggage and cargo cart with a two-ton capacity, developed by the Airquipment Company, Burbank, California. A retractable hitch and two swivel casters permit tracking of maximum 76 degrees when in train. Box sections are incorporated in truck bed providing facilities for fork-lift loading. Bed top of the unit is thick aluminum diamond plate. The ends are instantly removable and permit the handling of extra-long loads. A waterproof canvas cover may be snapped in position for all-weather property protection. Two-way brake provides snubbing action to reduce speed, and a lock for parking. Safety reflectors are installed on both sides of cart. The complete unit is three feet wide, six feet long, and three feet, nine inches high.

## Transatlantic Air Freight Runs to be Started by TWA

Beginning January 31, a TWA airfreighter will leave the United States every Friday night for delivery of its cargo Monday morning in Europe and the Mediterranean area. Specially modified Douglas DC-4s, capable of carrying a 12,000-pound payload, will be used in the new service.

Shippers will be able to book definite cargo space with assurance that their shipments will not be off-loaded short of destination or transferred from one plane to another at stations en route. Originating in Washington, the flights will stop in New York and terminate at Lydda, Palestine, with intermediate stops at Gander, Newfoundland; Shannon, Eire; Paris, France; Geneva, Switzerland; Rome, Italy; Athens, Greece; and Cairo, Egypt. Service to points off TWA's route will be provided through connecting air carriers. Westbound, the cargo flights will leave Lydda on Tuesdays and arrive in Washington on Thursdays.

## 60 CAA Stations Given the Axe

Operation of 57 Civil Aeronautics Administration aeronautical communications stations and three airport traffic control towers in the United States will be discontinued as a result of insufficient funds. In addition to the complete shutdown of service by these facilities the CAA has been forced to reduce the scheduled 24-hour operations of six traffic control towers to 16 hours per day, and to cancel plans to place in service six new airport traffic control towers.

The communications stations to be discontinued are:

**Region 1:** Brookville, Pennsylvania; Dansville, New York; Dunkirk, New York; Glens Falls, New York; Houlton, Maine; West Lebanon, New Hampshire; Montpelier, Vermont; Morgantown, West Virginia; Providence, Rhode Island; Sunbury, Pennsylvania; Wilkes-Barre, Pennsylvania; Danville, Virginia.

**Region 2:** Tylertown, Mississippi; Lane, South Carolina; Evergreen, Alabama; Anniston, Alabama; Anderson, South Carolina.

**Region 3:** Ashley, North Dakota; McCool, Indiana; Archbold, Ohio; Port Clinton, Ohio; Melroy, Indiana; Cherry Fork, Ohio; Warsaw, Kentucky; St. Ignace, Michigan; Cadillac, Michigan; Golva, North Dakota; Frontenac, Minnesota.

**Region 4:** Anton Chico, New Mexico; Clarendon, Texas; Sulphur Springs, Texas; Navasota, Texas; Yoakum, Texas; Palacios, Texas.

**Region 5:** Cassoday, Kansas; Big Springs, Nebraska; Coffeyville, Kansas; Lamoni, Iowa; Overton, Nebraska; Phillip, South Dakota; Spearfish, South Dakota.

**Region 6:** Gabbs Valley, Nevada; Trona, California; Fallon, Nevada; Tonapah, Nevada.

**Region 7:** Arlington, Oregon; Easton, Washington; Custer, Montana; Malad City, Idaho; Ontario, Oregon; Gooding, Idaho; Stevenson, Washington; Kelso, Washington; La Grande, Oregon; Strevell, Idaho.

Towers to be closed are at:

**Region 1:** Bangor, Maine.

**Region 6:** Red Bluff, California and Winslow, Arizona.

The reduction of tower operation to 16 hours daily affect the following stations:

**Region 4:** Abilene, Texas; Austin, Texas; Brownsville, Texas; Big Spring, Texas; Corpus Christi, Texas; and Little Rock, Arkansas.

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**THE 316th Troop Carrier Group**, based at Pope Field, North Carolina, is the first postwar AAF unit to be completely equipped with **Fairchild Packets**. Sixteen of these flying boxcars are employed.

The CAB's amendment of two foreign air carrier permits of **Air France** authorizes air transportation between a terminal point in France to points in the United States and Canada so as to permit the airline to serve various points in the North Atlantic area as regular intermediate points, rather than as points to be served only if and when required by weather conditions.

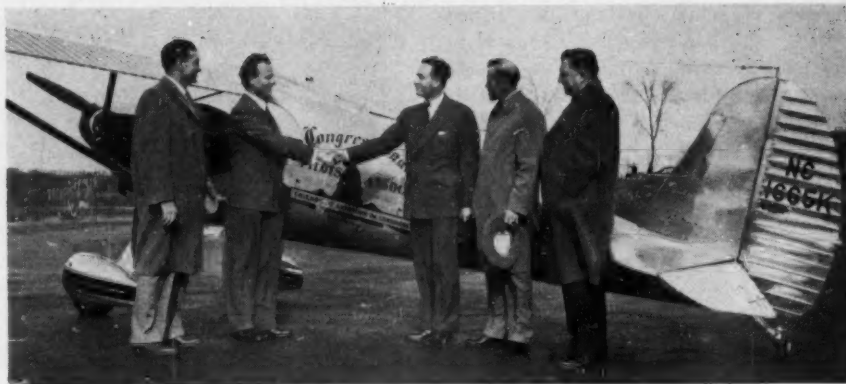
Daily nonstop flights between Santiago, Chile and Buenos Aires with DC-4s have been inaugurated by **Panagra**. This places the Argentine capital less than 42 hours elapsed time from New York.

A **Town Hall Meeting on Airports** will be one of the features of the **American Road Builders' Association's** 44th annual convention to be held at the Palmer House, Chicago, on February 17-20.

**Air Associates, Inc.**, Teterboro, New Jersey, is claiming the establishment of the first free parking lot for airplanes for the convenience of customers and visitors coming by air.

The **Glenn L. Martin Company** will train about 1,000 mechanics, maintenance men, pilots, and others, to service and fly the Model 202 for American and foreign airlines.

## FLYING CONGRESSMEN



Representative Henry Latham, of New York (center), shaking hands with L. H. P. Klotz, president of the Luscombe Airplane Corporation, after accepting delivery of an 85-horsepower Luscombe in the name of the Congressional Pilots Association. The association, which is headed by Latham, a Navy veteran of World War II, is composed of Congressmen actively interested in flying. Left to right are: M. W. Steincamp, general sales manager of Luscombe; Klotz; Latham; Representative Percy Priest, of Nashville, Tennessee; and Representative Emory Price, of Jacksonville, Florida. The three legislators, together with Representative Clair Engle, of California, are charter members of the group.

**TWA** has started construction of a \$75,000 food unit at the Chicago Municipal Airport to prepare food for serving aboard its planes on domestic and overseas routes. The project is expected to be completed by Spring.

The **Marsh Aviation Company**, Phoenix, Arizona, has been acquired by the **Pacific Airmotive Corporation**.

An N. C. license for its GA-2, three-place experimental amphibian plane has been received by the **Goodyear Aircraft Corporation**.

The **Armstrong Whitworth AW-52**, the world's first jet-propelled flying wing, is ready for test in England.

**Gilbert F. McKeon** reports that he is now connected with **Neptune Storage**, New Rochelle, New York, and that "Neptune's activities in air cargo are not in the dream stage, but are actually being utilized to the fullest extent," with shipments being made by air "throughout the world."

**Mutual Broadcasting System** is dramatizing the story of the creation and growing pains of the United States Army Air Forces in a new series, *Flight into the Past*. Saturday is the day.

**Dr. Jean Piccard** will attempt to rise 100,000 feet, using a cluster of 100 balloons. The ascent will be made in June with a Navy pilot from the Naval air station at Ottumwa, Iowa.

Air mail service will be inaugurated this month between San Francisco and Sydney via **Pan American Airways**.

**Chandler Griggs**, airways engineer, of the CAA, will open the CAA's first office in the Philippines early this year.

A Certificate of Achievement has been awarded by the United States Navy to **Pan American World Airways** in recognition of "outstanding services to naval personnel during World War II."

**E. L. Tvetene**, Northwest district manager for Scandinavian Airlines, has established his office at 1110 Rand Tower, Sixth and Marquette, Minneapolis. His territory embraces the Pacific Northwest and the Western provinces of Canada.

The Airplane Division of the **Curtiss-Wright Corporation**, Columbus, Ohio, has been awarded contracts by **Republic Aviation** for the production of major assemblies and parts for Republic's P-84 *Thunderjet* and the *Rainbow*.

Establishment of an air commuting service to link 41 New Jersey, Southern Connecticut, Westchester County, and Long Island communities with seaplane bases in New York, is being urged by the **Port of New York Authority**.

## GETTING TOGETHER IN MONTREAL



Members and guests of the Montreal Chapter of the Aviation Section, New York Board of Trade, at a recent meeting in the Queen's Hotel, Montreal. At the far end of the conference table is Jacques Morency, chairman of the Montreal Chapter.

Because of the State Department's critical attitude, the planned round-the-world flight of Army *Superfortresses* has been shelved for the present.

**Airport Supply Corporation** is now located at 39 South LaSalle Street, Chicago. The corporation is providing centralized purchasing service for airport operators, construction, operation, and maintenance. Ross I. Edwards is president.

The Export Sales Department of **Beech Aircraft** reports the sale of four more D18S transports to two airlines in India, and two to the Turkish Government.

**Western Air Lines** has entered into interline agreements with two feederlines on the Pacific Coast: **Southwest Airways** and **Empire Airlines**. It is possible that similar agreements will be signed with **Monarch Airlines**, **West Coast Airways**, and **Summit Airways**.

**Dr. Laurence C. Tombs** has resigned as secretary of the International Air Transport Association to resume his duties as president of **Guy Tombs, Ltd.** He had been on leave of absence for the past 20 months. **Thomas W. Caffey** has been appointed secretary of the Legal Committee, and **Major Henri Gilbert Clusy** has been named assistant secretary of the Technical Committee.

**United Air Lines'** transpacific contract for the Air Transport Command terminates January 16. Begun in 1942, UAL flew more than 50,000,000 miles, transported some 156,000 military personnel, and hauled over 8,600 tons of cargo and 9,200 tons of mail.

## FLAPS, NOT WINGS



A truck rolls along a California highway, hauling one of the two giant flaps which will be installed in the 320-foot wings of the Hughes flying boat. Seventy-four feet long, it is almost as long as the wing of the standard 21-passenger transport.

An airport and fixed base conference is scheduled for February 18-19 at **Purdue University**. Speakers will be **K. B. Woods**, **Jerome Lederer**, **Beverly Howard**, **Francis Hartman**, and **Ray Grimes**.

**Monarch Airlines**, Denver, Colorado, has been added to the air express system of the **Air Express Division, Railway Express Agency**.

**Boeing Aircraft** has announced the suspension of its **Model 417** project because of "changed conditions and present market uncertainties in the smaller transport field."

The **Wright Aeronautical Corporation** has acquired under a long-term agreement the exclusive rights in the aircraft field in the United States to certain gas turbine system patents and applications of the **Aktiebolaget Ljungstroms Angturbin**, of Sweden.

Twenty-five aircraft and aircraft equipment manufacturers are being paid by the War Department to prepare a thorough analysis of mistakes made and difficulties encountered in expanding production during the war.

A civil aviation agreement has been signed by the **United States** and **China** under which airlines of each nation will receive reciprocal landing rights and transit rights in the territory of the other. **Pan American**, **Trans World**, and **Northwest** will operate to China.

The rumored merger of **TWA** and **PAA** was recently denied by **Paul Richter**, executive vice president of **TWA**.

Visas for travel between **Great Britain** (including **Northern Ireland**) and **France** and **Algeria** have been dropped as the result of an agreement between the two governments.



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## Marchev Becomes Republic Chairman as Peale Takes Over Job of President

The board of directors of Republic Aviation Corporation has announced the elevation of its president, Alfred Marchev, to chairman of the board, and the election of Mundy I. Peale, vice president and general sales manager,



Alfred Marchev

to the presidency of the corporation. Marchev has served as president since September 1, 1943, and is also chairman of the board of Air-cooled Motors, Inc., since the acquisition of that company by Republic in December, 1945. A native of Zurich, Switzerland, he was educated as a mechanical engineer in technical schools of Switzerland. He built and flew gliders between 1908 and 1914 and came to the United States on a study trip July 17, 1919. He joined the engineering department of the Thomas Morse Aircraft Corporation, at Ithaca, New York, in 1920, then turned to the invention and development of automatic calculating machines. Two years later, he became production engineer for the Ithaca Gun Works, and went to Chicago in 1923 as manufacturing development engineer for Western Electric Company. In 1926 he left to become founder and president of the Temple Radio Corporation of Chicago.

In December, 1931, Marchev became chief engineer and works manager of Ditto, Inc., Chicago, and in 1938 chief engineer, works manager and director of Signode Steel Strapping Company in Chicago. He joined Republic Aviation Corporation on February 17, 1942, became vice president, was elected a director in March, 1943, became executive vice president in June, 1943, and president in September, 1943. Marchev has over 500 patents in his own name, covering the field of radio,



Mundy I. Peale

processes, mechanical devices, manufacturing equipment and aircraft.

Peale, who is 40 years old, established his reputation as an aircraft production man when, during the war, he directed Republic's Indiana Division plant at Evansville, Indiana. When war contracts were terminated at the Indiana plant on V-J day, Peale was made vice president in charge of the company's postwar sales program.

He joined Republic in 1939 as assistant director of exports and a year later was assistant director of military contracts. He became a vice president and assistant general manager of the Indiana Division plant in July of 1942, and in mid-July of 1943 was appointed divisional manager in charge of the Indiana operation. On January 20, 1944, he was elected to the board of directors of Republic Aviation Corporation.

The new president has been active in aviation and the aircraft industry since shortly after graduating from the University of Chicago in 1929. In 1930 he took a master pilot's course at the Boeing School of Aeronautics at Oakland, California, becoming a transport pilot, and then was appointed western factory representative and demonstration pilot for the Sikorsky division of United Aircraft Corporation. In this capacity he made aircraft demonstration flights all over the United States and Canada until 1934.

Peale then became service representative for the Hamilton Standard Propeller Division of United Aircraft, supervising installations of the first controllable pitch propellers on the country's airlines. In 1936 he returned to the Sikorsky Division of United in charge of sales and exports, and in 1938 became quality manager for Sikorsky, from which post he came to Republic a year later.

## Expreso Announces New Cargo Rates

Effective January 15, Expreso Aereo Inter-Americano has established cargo rates of six cents per pound for shipments over 100 pounds, and eight cents per pound for those under 100 pounds. In addition there is a charge of 15 cents per each \$100 value.

Rates between Havana and Miami, for fresh and/or frozen fish, including froglegs and shellfish, are six cents per pound, no minimum, plus 15 cents valuation charge, and no insurance; for newspapers and magazines, six cents per pound, minimum 11 pounds, plus 15 cents valuation charge, six cents insurance.

## Drinkwater Succeeds Coulter To Presidency of Western

Terrell C. Drinkwater has resigned as vice president of American Airlines and American Overseas Airlines to take over the presidency of Western Air Lines.



He succeeds William A. Coulter, who expressed a desire to withdraw from active management of the company. In addition to being president of Western, Drinkwater also will be chief executive officer and a director of the airline.

Coulter, who had headed Western since 1940, plans to dispose shortly of his large stock interest in the company. He will remain a member of the board of directors. Prior to his association with American, Drinkwater was executive vice president and general manager of Continental Air Lines. During a leave of absence granted to Continental's president, Drinkwater directed the wartime military and commercial activities of the company from 1942 to 1944. Previous to this period Drinkwater had been general counsel and a director of the airline and had engaged in an active law practice in Denver specializing in air transportation. He is a graduate of the University of Colorado School of Law.

Western's new president has had an extensive background in other aviation fields. Shortly after his graduation from the University of Colorado, he was appointed a member of the Colorado State Aeronautics Commission, a position he held four years during his law practice. He also has served a two-year term as a member of the board of the Air Transport Association of America.

At the Bermuda Air Conference in January, 1946, he acted as official consultant to the United States delegation when the Bermuda air pact between the United Kingdom and the United States was negotiated. He also was consultant to the United States delegation to the first general assembly of PICAQ in Montreal last Summer.

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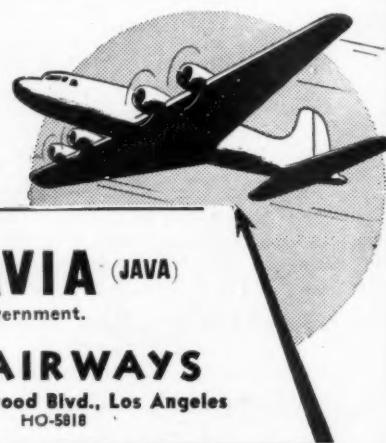
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## Forwarders Offered 5% by Chicago & Southern

A five percent brokerage fee on all air freight secured for Chicago and Southern Air Lines is being offered by the company to all bonafide freight forwarders and freight brokers. This announcement was made recently by E. A. J. Fay, cargo traffic-sales manager at Memphis.

According to Fay, interested forwarders and brokers are required to sign an agreement with C & S; book cargo with one of the airline's offices; prepare the airwaybill, export declaration, present all necessary documents needed to clear shipments through Customs at port of exit, these to be sent to the line's airport offices; arrange for the delivery of cargo to the designated international airport; and present a monthly bill to C & S for fees earned. Fay can be reached at the Chicago & Southern office, Municipal Airport, Memphis 2, Tennessee.

## 16 Airlines Join Pact For Cargo Interchange

Sixteen domestic airlines have joined in an agreement for interchange of air freight shipments, using uniform forms, methods and procedures, to facilitate the movement of air freight.

The agreement has been submitted to the Civil Aeronautics Board for approval. Signers included All American, American, Braniff, Capital-PCA, Chicago and Southern, Colonial, Continental, Delta, Eastern, Florida, Inland, Mid-Continent, National, Pioneer, United, and Western.

## BOEING STRATOFREIGHTER ALIAS YC-97



Employees of the Boeing Aircraft Company turn out en masse to witness the completion ceremonies of the first postwar production line transport, a Stratofreighter for the Army Air Forces, which has been designated YC-97. Addressing the workers is William M. Allen, president of the company.

The Argentina Government sponsored airline, FAMA, and Peruvian International Airways, have ordered a total of nine Douglas DC-6s—six for FAMA and three for Peruvian.

Britain's jet airliner, a converted Lancaster bomber, was flown from London to Paris in 59 minutes. The plane was powered with two Nene jet engines and two Merlin piston engines operating propellers.

Air mail rates from New Zealand to Canada and the United States have been reduced to two shillings a half-ounce.

Republic Aviation has received new military aircraft orders totaling more than \$25,000,000. The bulk of the new order is for an undisclosed number of P-84 Thunderjets.



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## Airshipped by Eastern

(Continued from Page 26)

year. And that's only dresses! The graphic arts, machinery parts industry, medical and drug trades, entertainment industry, and the myriad operations in perishable goods, are all good and natural customers of air freight. And for one big reason—air freight pays off!

Shipping by air is here to stay. Today it is a fast-growing infant. As production lines hit their stride and as competitive distribution once more becomes an important factor in business, air freight will gain momentum at a rapid rate.

Captain Eddie Rickenbacker, president and general manager of Eastern Air Lines, expressed the company's attitude in a recent speech before the Civil Aeronautics Board when he said:

"We intend to develop our air freight business as aggressively as we have been doing in the past—in the same way we have aggressively developed our passenger business."

For those who ship and those who fly the shipments, business is definitely looking up!

## Universal Air Travel Plan Now in Operation

A new Universal Air Travel Plan for the domestic schedule airlines went into effect January 1.

The new plan is covered by a tariff filed with the Civil Aeronautics Board, and besides applying to United States air transportation will encompass worldwide air travel over 25 airline members of the Air Transport Association. There will be three types of cards:

1. The North American card which will entitle holders to travel privileges, not only in the United States, Dominion of Canada, and Newfoundland, but to all other points in the North American continent, the West Indies, Bermuda, the Bahamas and Hawaii, which are served by the airlines included in the plan.

2. The International card which will entitle the holder to transportation any place in the world over the routes of the airlines participating in the plan.

3. An Individual Country card which will be issued to residents of a foreign country which has currency restrictions, and will be good when presented in that particular country for travel domestically and to any place in the world over the routes of the participating airlines.

According to M. F. Redfern, ATA vice president-secretary, "the new Universal Air Travel Plan is sufficiently broad so that airlines of foreign registry may become participants, although at the present time the only foreign airline issuing cards is Trans-Canada Air Lines. Many American air travelers are aware of the convenience and protection of an airline travel card and will realize the value of this new plan enabling them to travel domestically and throughout the world without carrying large sums of cash, thereby avoiding currency problems in foreign countries."

## Legal Notes

(Continued from Page 29)

landing field and for that purpose may direct the appropriate official to acquire or lease real property within the locality or within ten miles of the boundaries thereof. It may also use for such purpose real property already acquired, notwithstanding any limitations of its use in the act or deed making such grant, or whether acquired originally by condemnation or purchase (Section 350).

Article 14 also covers the subject of airport equipment, maintenance and operation; airport development plans; airport management, joint airports; protection of airport approaches and airport zoning.

B Section 998 of the Laws of 1946, the General Business Law was amended to control the location of private airports too close to existing private or public airports, the term "public airports" being applied to those established under the provisions of Article 14, General Municipal Law.

## Budd Addresses N. Y. Group

The contention that the operations of air transportation are not radically different from those of other forms of transportation was expressed in an address before members of the Airlines Traffic Club of New York by John F. Budd, publisher of AIR TRANSPORTATION and chairman of the Aviation Section, New York Board of Trade. He covered the entire transportation picture, with special emphasis on domestic and freight forwarding, terminals, and sales. In the latter respect, he called for a "wholesale" rather than a "retail doorbell-ringing" approach, stating that the airlines' legmen had a public relations job as well.

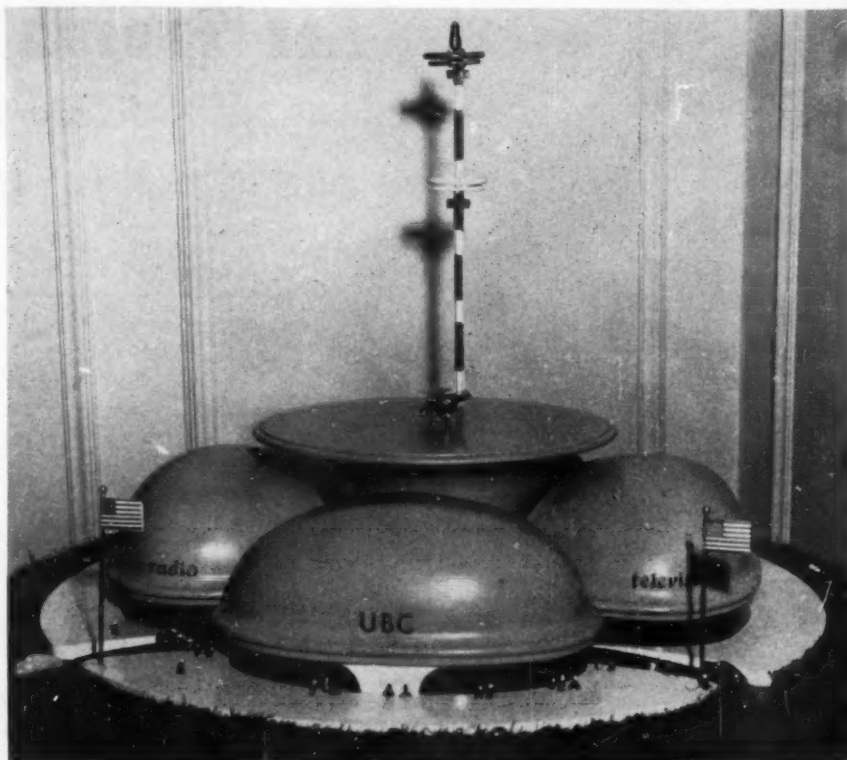
## Keep the Ball Rolling

(Continued from Page 24)

necessary for him to prepare a carrier certificate and send it all the way to LaGuardia before he can arrange for a customs entry."

What Mr. Mercer said almost three years ago still holds good today! And the situation is the same at every airport of entry in the United States. It is true that there are somewhat different arrangements available today, but these arrangements exist only because customs brokers and freight forwarders were willing to go to great expense to maintain offices at the airport in whatever spare corner the airlines would rent to them. These are a few of the many problems that the heading "documentation" involves.

How can all of the problems be solved? How can we keep that ball rolling? My opinion is that committees composed of the foreign freight forwarders, IATA and the airline representatives should be formed wherever needed; that a central committee control its branches in various parts of the world, and attempt to solve these problems in a workable, economic, and concise fashion. After the blueprint has been drawn, then the foundation of a great new transportation media may be set and the business world can benefit, rather than read about, the economic advantages of air transportation.



Proposed television and radio studios of Station WHK, Cleveland, a link in the Mutual Broadcasting System network. Designed by H. K. Carpenter, executive vice president of the United Broadcasting Company, which operates WHK, provision has been made for a helicopter landing platform atop the studios.

## AIR TRANSPORTATION Books

**JUNIOR AVIATION SCIENCE**—By D. H. GRIMM. (*Noble and Noble*, 72 Fifth Avenue, New York; 111 pages; \$1.25). A simple approach to air education for the air-minded youth. Recommended.

**THE SANTA FE TRAIL**—By THE EDITORS OF LOOK (*Random House*, 457 Madison Avenue, New York; 271 pages; \$3.50). The story of the opening of the West, illustrated with plenty of pictures. Yesterday and today brought into vivid relief. Interesting reading.

**MODERN FLIGHT**—By CLOYD P. CLEVENGER. (*Noble and Noble*, 72 Fifth Avenue, New York; 294 pages; \$2.95). A good book for the student pilot. Written in easy style and well illustrated by Clayton Knight.

**TOWARD NEW FRONTIERS OF OUR GLOBAL WORLD**—By N. L. ENGELHARDT, JR. (*Noble and Noble*, 72 Fifth Avenue, New York; 140 pages; \$2.00). New concepts of this shrinking world. How trade, commerce, and international relationships are affected. Very good.

**COMMERCIAL AIR TRANSPORTATION**—By JOHN H. FREDERICK. (*Richard D. Irwin, Inc.*, 332 South Michigan Avenue, Chicago; 791 pages). Revised edition of an

important book by an important writer. Fully authoritative.

**NEW YORK CITY GUIDE**—(*Random House*, 457 Madison Avenue, New York; 680 pages; \$3.00). The world's outstanding city, borough by borough. Really a guide, and an exceptionally good one at that.

**CARGO AIRCRAFT DESIGN AND OPERATION**—By W. W. DAVIES. (*Pitman Publishing Corporation*, 2 West 45th Street, New York; 216 pages; \$6.00). The title tells the story. A thorough job on an increasingly important subject. Good Stuff.

**JEEPS IN THE SKY**—By LT. COL. ANDREW TEN EYCK. (*Commonwealth Books, Inc.*, New York; 151 pages; \$3.00). The record of the lightplane in peace and war. Foreword is by Colonel Robert L. Scott, Jr.

**CUBA**—By ERNA FERGUSON. (*Alfred A. Knopf*, 501 Madison Avenue, New York; 308 pages; \$3.75). All about the island nation; its people, traditions, struggles, etc. Full of information and well written.

### Matson Subsidiary

Formation of a new subsidiary, the Matson Aviation Maintenance Company, is announced by the Matson Navigation Company. President of the new firm is S. G. Walton. T. A. Schmidt is executive vice president. Paul Naton, secretary; and A. A. Maisel, comptroller.

### Jato Equipment Is Used by CACD, TACA

American Airlines will install Jato (jet-assist take-off) equipment on all planes of its Contract Air Cargo Division. At the same time, TACA Airways announced that it has used this form of jet propulsion in passenger flights from Nicaragua.

Officials of American Airlines stated that the successful use of Jato on a recent flight from Mexico City to Philadelphia conclusively demonstrated the value of this equipment to commercial aviation. On the flight, the AA DC-4, carried a nine-ton load of bananas 1,950 miles nonstop in 10 hours and 20 minutes.

Previously AA had tested Jato extensively in Mexico and at its CACD base in St. Joseph, Missouri. Announcing the decision to make the apparatus standard equipment on contract cargoplanes, R. Dixon Speas, director of engineering and maintenance, said:

"Jato has more than proved itself commercially. From the knowledge we have gained in these tests . . . we are certain the improvement in economy of operation through regular use of jet-assist take-offs. Elimination of intermediate refueling stops and ability to fly longer range will increase operation reliability and reduce costs."

In TACA's first Jato flight, a fully loaded DC-3 was lifted from a field originally designed to accommodate small, single-engine aircraft. The equipment will remain part of the plane, but will be used "in instances of a single engine failure so that the plane may reach single engine operational speed safely and also cope with other hazards to successful take-offs from mountain and jungle-surrounded fields."



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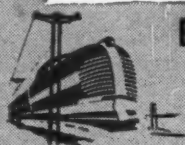
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# AIR TRANSPORTATION *Congratulates*

## ★ EXECUTIVE ★

**ROBERT H. KITNER**, elected vice president in charge of the Plastics and Chemicals Division of the Glenn L. Martin Company. Prior to his election, he served as division manager, a post he had occupied since March, 1945, when he joined the company after 15 years with the American Hard Rubber Company.

**THEODORE P. GOULD**, elected vice president-traffic and sales in North America for the Scandinavian Airlines System. Active in travel circles since 1930, he served as district sales manager of the New York district for American Airlines.

**GERRY W. HAWES, JR.**, appointed Eastern regional director of state affairs for American Airlines. He has been with AA since 1935 and has served in various sales and traffic capacities.

## ★ ADVERTISING ★ ★ PUBLIC RELATIONS ★

**HAROLD CRARY**, vice president-traffic and advertising of United Air Lines, designated as chairman of the Air Transport Association's advertising committee for 1947. Crary has been in the air transportation field for two decades.

**ROBERT H. AMES**, promoted to the post of advertising manager of Capital Airlines-PCA. A Navy lieutenant during the war, he had been assistant to the director of advertising and public relations since his release from the armed forces.

**DAVID MARSHALL**, appointed assistant to the director of public relations for American Airlines. He has held the post of news editor since last April, and prior to that connection served as publicity director for the Propeller Division of the Curtiss-Wright Corporation.

**STANTON FITZNER**, named publicity assistant for Braniff International Airways. A graduate of the University of Texas, he has worked as a newspaper reporter in Texas and Missouri.

**CYRIL C. THOMPSON**, appointed special representative-air transport by the Santa Fe Railway System. Thompson, a well-known airline figure, was a director of the Airlines War Training Institute and an executive of United Air Lines.

## ★ TRAFFIC ★

**JAMES VAN PELT**, elevated to the position of Western regional traffic manager for National Airlines. He has been with NAL since 1941, except for a leave of absence during which he served as an AAF pilot bombardier in the European theater of operations.

**I. H. POWERS** and **RAY STAMPS**, named by Braniff International Airways as district traffic managers in the respective cities of Chicago and Kansas City. Powers, a graduate of North Central College, is a Navy veteran; Stamps has a background of eight years in commercial aviation and served with the ATC.

**ROBERT E. WEILAND, JR.**, appointed special representative for National

Airlines at Havana. A native of Chicago, he served in the AAF as a major. His decorations include a Presidential citation, seven battle stars, and European and African theater ribbons.

**V. K. STEPHENS**, named manager of interline and agency transactions for Capital Airlines-PCA. Formerly district traffic manager in the Pittsburgh area, he has been with the airline since 1937.

**A. M. RHETT** and **STEWART M. CAMPBELL**, appointed by Eastern Air Lines to the respective posts of manager of the new airlines terminal at Miami Beach, and Southern Division reservations manager. Rhett has been with EAL since 1934, and Campbell since 1940.

**JACK HARLOW**, until recently a lieutenant colonel in the Army Transportation Corps, named general traffic office manager at Los Angeles for Western Air Lines. He is a veteran of three years' service in the Mediterranean and European theaters, and holds a number of decorations.

**JOSEPH C. COLLINS**, a veteran of 28 years in the travel business, designated as TWA district manager for Eire. He has been with TWA for seven years.

**A. A. STAPELLS**, **P. B. MELLON**, **J. J. ROBINSON**, and **J. D. ROBERTS**, appointed by Trans-Canada Air Lines to district managerships in the following respective cities: Cleveland, New York, Toronto, and Ottawa.

## ★ CARGO ★

**ALEX FORSYTH**, named regional director of American Airlines' Contract Air Cargo Division. Only 31, he has been in the transportation field for 13 years, serving in various capacities with rail and steamship companies.

**RAYMOND C. MCGUIRE**, appointed regional air cargo representative in New York for National Airlines. An AAF veteran with prewar experience in the freight forwarding and freight traffic field, McGuire has been with the airline since last February.

**WALTER P. CASEY**, named chief of United Air Lines' cargo sales at Oakland, California. He formerly served as a salesman for UAL.

## ★ PASSENGER ★

**GRANVILLE B. BOURNE**, well-known travel expert, now in charge of Panagra's new Tour Development Program. He has been in the travel industry for 20 years and during the war served as a lieutenant colonel in the United States Army.

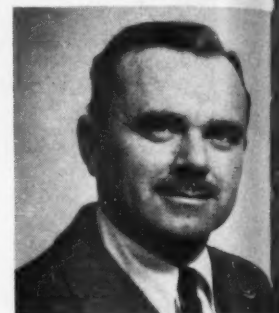
## ★ OPERATIONS ★

**R. W. RYAN**, elevated to the position of general manager of operations for Canadian Pacific Air Lines. Formerly general manager of Western lines at Edmonton, he has been in commercial aviation since 1934 when he joined Prairie Airways.

**W. L. HOLLINGSWORTH**, appointed superintendent of stations for Northwest



Robert H. Kittner



Theodore P. Gould



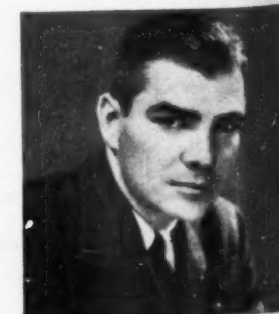
Harold Crary



Robert H. Ames



David Marshall



James Van Pelt

Airlines' Orient Region. A former employee of Pan American, he came to NWA in 1938.

**JOSEPH W. MEYER** and **WESLEY E. CURTIS**, unnamed by Chicago and Southern Air Lines as superintendent of ground operations and superintendent of stations, respectively. Meyer has been with C & S since 1936, and Curtis since 1940.

#### ★ SALES ★

**WILLIAM H. KLENKE**, appointed sales manager of the Stinson Division, Consolidated Vultee Aircraft Corporation. A veteran pilot, Klenke previously served as New York manager for Convair.

**LOUIS P. MARECHAL**, named director of sales and market research for Trans World Airline. With TWA since 1935, he served as district manager at Washington for the past two years.

**A. L. RIGGS**, back again with the Waco Aircraft Company as general sales manager. He has just returned to civilian life after having served with the Troop Carrier Command.

**WILLIAM T. KELLER**, appointed New York city sales manager for Capital Airlines-PCA. He was transferred from Rochester where he had been district sales manager.

#### ★ MISCELLANEOUS ★

**GEORGE E. GARDNER**, executive vice president of National Airlines; **FRED M. GLASS**, vice president-traffic and sales of Capital Airlines-PCA; and **HERBERT F. MILLEY**, Eastern regional sales manager of Pan American World Airways—all new wearers of the Legion of Merit for outstanding wartime services.

### What Air Freight Carriers Can Expect from New York's Glamor Industry

(Continued from Page 21)

branches. They are the most stylistic type of apparel and move in the greatest volume throughout the year. With the exception of furs they have the highest value per unit weight, deteriorate when boxed over a prolonged period of time and damage easily.

Informed opinion differs sharply relative to the volume of dresses that may be expected to be shipped by air. As might be expected, manufacturers of high priced lines are most optimistic in their estimates, while popular priced manufacturers are the most conservative.

Mr. A, manufacturer of medium and high priced dresses, estimated that most of the high priced dresses which comprise about five percent of the total one-half of the medium priced dresses which account for 25 percent of the total; and one-half of the popular priced dresses which constitute the remaining 70 percent, would be shipped by air. He cautioned, however, that this 53 percent would depend on the quality of the pickup and delivery service. He stated that dresses are a very perishable item and that even the difference of one-half day in transit makes a difference in the condition of the garment when it arrives at the retailer.

On the other hand, Mr. B, salesman for a firm manufacturing junior miss sportswear, stated that before the war 60 to 75 percent of his shipments went by fast freight, which gave six-day delivery service to the West Coast. He believed that this six-day service was more than adequate for the needs of the trade since retailers ordinarily have a sufficient stock to keep going over longer periods than that. He thought air freight was being used primarily for glamor and promotion and did not

believe it would capture any substantial amounts of freight.

Reasons advanced for the use of air freight in the dress industry, and which are also partially applicable to other apparel groups, are: (1) To place new styles on the market more quickly; (2) to get quick service on reorders; (3) to return merchandise quickly so that the manufacturer can resell; (4) to maintain closer inventory control and prevent overstocking; (5) to make up for later than promised delivery by manufacturer; (6) to ship preseason samples; (7) for pre-holiday rushes—particularly an early Easter; (8) for promotion and advertising; (9) chain stores can rapidly transfer garments from a store where a style is not selling to one where it is selling; (10) to preserve garments in fresh condition and prevent deterioration; (11) at the present time, to replenish empty racks and satisfy impatient customers.

In 1941 an article appeared in *Women's Wear* which described the faults in the New York quality dress market. Among the 13 criticisms, two scored speed of delivery as follow:

*"Producers ask for six to eight, or even 10 weeks delivery and then, not infrequently, delay shipment by two additional weeks. Reorders are not delivered in less than two weeks. By the time the merchandise is received in the store, the cheaper manufacturer has adaptations of the same styles, thereby minimizing the importance of the better goods."*

[EDITOR'S NOTE: This article will be continued next month.]

### More Air Mail Pay

A rise in air mail pay will be asked of the Government by many scheduled airlines to help meet the rising costs of flying mail.

### Sawdust in the Sky

(Continued from Page 15)

with the planes' heating systems, the animals are being delivered in perfect shape, without so much as a snuffle from the cold-susceptible monkeys. The morale of the entire troupe is high. Many of the circus people had never before enjoyed air travel, and now, buoyed up by the comfortable and interesting flights, they are in shape to give the citizens of Havana a top performance.

The records piled up by the entire air movement are impressive. The 18 trips from St. Petersburg to Guatemala City, and from Guatemala City to Havana, were operated at capacity, giving a 100 percent load factor for those two legs of the trip. These two legs of the journey involved 1,780 airline miles, with cargoes averaging 2.5 tons per plane, or 4,450 ton-miles per trip. Multiplying this figure by 18 trips brings the total ton-miles for the one operation to 80,100.

A breakdown of the cargoes carried would give a list too long for publication. ALA and U. S. Airlines flew every item necessary to the operation of a major circus, from the smallest tent peg to the largest tent. The only standard equipment which the Razzore circus did not have was the elephant. Although Fernandez has contracted with a United States show for elephants to meet the circus in Havana by boat the use of that animal was discontinued within Central America because of transportation difficulties. However, a total of 50 animals were flown during the shipment, including 14 lions, four horses, three bears, eight monkeys, 15 dogs, four burros, one wild boar, and two Brazilian parrots.

Although the circus officials have made no effort to conceal their motives of publicity in moving the show by air, they also are impressed with the fact that basically the shipment was a sound financial investment, with air transportation charges totaling no more than what they had previously paid for rail-and-boat shipment. They will open tomorrow. Their personnel, animals, in tip-top condition, and without a single loss because of breakage or maltreatment.

Chalk up another for air freight.

### Idlewild Cost

A committee of engineers, architects, and airport consultants have estimated that the cost to finish Idlewild Airport will be \$69,995,000.



[REG. U. S. PAT. OFF.]

Chart 1: AIR EXPORTS—JANUARY—JULY 1946

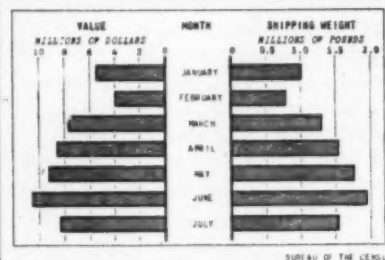
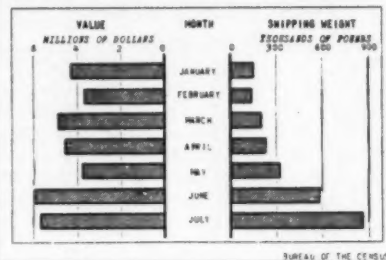


Chart 2: AIR IMPORTS—JANUARY—JULY 1946



The Department of Commerce reports that the shipping weight of merchandise sent by air in July was 47 percent above the June level while air exports during the month sank more than 20 percent both in value and shipping weight. It was reported that increased shipments of avocados imported from Cuba through Miami were largely responsible for the sharp rise in the shipping weight of air imports from 589,000 pounds valued at \$6,048,000 in June, to 886,000 pounds valued at \$5,725,000 in July. Air exports declined from 1,945,000 pounds valued at \$10,577,000 in June to 1,547,000 pounds valued at \$8,282,000 pounds in July. July air exports were at the lowest level since March in both value and shipping weight. In July, Miami held the lead in value of air exports and shipping weight of air exports and air imports. New York led in value of air imports that month.

## AIR EXPRESS, REA

Air express shipments in September, handled nationwide for the regularly scheduled airlines, marked up a record gain of 67.4 percent over September, 1945. A total of 270,966 shipments were dispatched in air service during the month. Gross revenue of these airborne shipments increased 62.2 percent over September, 1945.

A shipment increase of 29.5 percent was reported for the first nine months of this year. The January-September total was 2,099,385, as against 1,617,501 shipments handled in the previous nine-month period.

## AMERICAN

Air freight flown by American Airlines during October was 911,531 ton miles compared with 264,106 ton miles in October of last year, an increase of 245 percent. Air express flown in October totaled 633,519 ton-miles compared with 297,739 ton miles in October 1945, an increase of 113 percent. The total cargo of 1,545,050 ton-miles flown by American in October represented an increase of 175 percent over the 561,845 ton-miles of air express and air freight flown in October 1945. These figures do not include overseas shipments or air freight flown via American's Contract Air Cargo Division.

## CHICAGO & SOUTHERN

A. J. Earling, C&S vice president—traffic and sales, reported that C&S has flown 88 percent more revenue passengers in the first 10 months of 1946 than in the similar period of 1945. This involved flying 67 percent more revenue passenger-miles.

The airline has flown 117,893,000 revenue passenger-miles from January 1 through October 31, as compared to 70,534,599 passenger-miles for the first 10 months of 1945. Total revenue passengers carried by C&S for the first 10 months of 1946 is 298,000 as compared to 158,255 in the same period of 1945.

## COLONIAL

A record-breaking total of air express was carried by Colonial Airlines for the month of October, representing a total of 16,012,036 express pound-miles. This was an increase of 227.8 percent over October, 1945, and 55.2 per cent over September, 1946.

Passenger traffic for October showed seasonal declines over the previous month, but was 19.1 percent higher than October, 1945. A total of 12,536 passengers were carried 3,689,784 passenger-miles. Mail pound-miles totaled 12,208,281 for October, a 0.3 percent decrease from the previous month.

## AIR EXPRESS RECORD SET



Typical scene outside the air express office at LaGuardia Field, during the month of October, when an all-time high for air express shipments was set. Total shipments were 77.6 percent higher than in October, 1945.

but 28 percent higher than the same month a year ago.

## CURTISS-WRIGHT

The Board of Directors of the Curtiss-Wright Corporation has declared a dividend of 50 cents per share on all the outstanding Class A stock of the corporation of record November 14 to be paid on December 2.

A dividend of 50 cents per share on all the outstanding common stock to be paid on December 5 to all stockholders of record November 15, also was declared.

Reported was a consolidated net income of \$5,151,643 for the nine months ended September 30, 1946, giving effect to tax carry-back credit of \$278, depreciation of \$1,000,000, research and development of \$590, and sundry other income of \$1,000,000. The amount amounted to \$913,697,532 for the nine months ended September 30, 1946, filled orders amounted to \$88,000, backlog of unfilled orders for 1946 of \$59,986,773.

## EASTERN

More than half a million express and air mail were flown out of LaGuardia Field by Eastern Air Lines during the month of October, breaking all previous records for shipments by that company out of New York. During the month, 400,419 pounds of air express were flown out of LaGuardia Field by the airline, along with 106,779 pounds of air mail. These figures compare with the previous record month of September, when 320,086 pounds of air express and 72,586 pounds of mail were hauled from New York City.

## MID-CONTINENT

Mid-Continent Airlines reported that the operating revenue for the first nine months of 1946 was \$3,623,721, an increase of 65 percent as compared with the first nine months of 1945. Revenue miles flown increased from 2,273,994 to 3,780,155 or 66 percent. Revenue passengers carried were 185,045 as compared to 105,976, an increase of 78 percent.